



Press Release

Counterfeited Su-Kam products seized from unauthorised dealers in Lajpath Rai Market, Old Delhi

- ✓ The drive aimed at preventing imitation of brand Su-Kam & sale of fraudulent products under fake Su-Kam brand

New Delhi, 30 May, 2015: Su-Kam Power Systems Limited, India's leading power back up solutions provider, with the help of local commissioner appointed by the city court along with the team of Brand Protectors India Pvt. Ltd., conducted market sweep raids at Lajpath Rai Market and seized counterfeited Inverter and UPS that were imitation of brand Su-Kam from unauthorised dealers in the area. The drive is aimed at preventing imitation of brand Su-Kam and selling inferior quality products under fake Su-Kam brand.

The Raid was carried out against Amit Electronics in Old Delhi Lajpath Rai market upon orders from Delhi High Court on 23 May 2015.

Kunwer Sachdeva, Managing Director, Su-Kam Power Systems Ltd. said, "It had come to Su-Kam's notice that few unauthorised dealers in Delhi were using forged solar panels under the Su-Kam brand name. The company's internal investigation team is working to find and ensure that no other dealer/shopkeeper sell counterfeited products in the area in future. The drive is primarily aimed at preventing imitation of brand Su-Kam that can be misleading for our consumers."

The company has also issued a formal notice warning people against such unscrupulous dealers. The company has also asked people to refrain from purchasing Su-Kam products that are not sold at authentic dealerships and which do not have the authentic logo/trademark on them.

About Su-Kam Power Systems

Su-Kam is India's most admired power solutions provider, with growing presence across India and over 70 countries worldwide covering the major expanse of Africa, Middle East Regions, South East Asia, Latin America etc. A truly knowledge driven company, with innovation at heart, Su-Kam develops intelligent power back-up solutions, engineered to be energy efficient and thus reduce the user's carbon footprint.

Headquartered in Gurgaon and with 6 state-of-the art manufacturing facilities certified under OHSAS – 18001, this ISO 9001 and ISO 14001 certified company leads the market with its product innovation, design sensibility and a large and widespread sales distribution network. The company has over 30000 dealerships in India.

Su-Kam is the only power back-up company to be recognized for its R & D by the Department of Science and Technology, New Delhi. The company is credited for filing the



highest number of patents in the Industry with an average of 2 patents filed every month. The company has received several prestigious awards like Asia's Most Promising Brand 2013, Business Superbrand 2008, Selected Superbrand 2009, Powerbrand India 2010, and National Award for quality Product from Government of India etc.

Working further towards a cleaner, greener planet, Su-Kam is branching out towards eco-friendly inexhaustible energy solutions like solar power. For more information, please visit www.su-kam.com.
