

## FIR against Unauthorized Service Provider at Bangalore

Putting an end to fraud and taking down one enemy at a time, Eureka Forbes Limited seized the property of another unauthorized service provider who were involved in the manufacturing of substandard water purifiers and cartridges and are violating Intellectual Property Rights. On January 31, 2019 Eureka Forbes Limited filed a criminal complaint at Jayanagar against Mr. Anand Naik and Mr. Balaji Udaykumar, Directors of Ion Exacense Pvt. Ltd. who are operating a company which offers Annual Maintenance Contract (AMC) for water purifiers in Bangalore and Chennai in the name of 'Aqua Care'. Ion Exacense Pvt. Ltd. [has nothing to do with Ion Exchange (India) Ltd. which is one of the competitors of Eureka Forbes. Interestingly, the duo tried to copy business name of Ion Exchange] while approaching EFL customers expecting to get away from any legal action. EFL had received multiple complaints from customers in Bangalore against Aqua Care for cheating. After checking the facts, EFL laid the trap to catch the Aqua Care personnel red handed who were posing and cheating the EFL customers. Subsequently, a criminal complaint was filed with the Jayanagar Police Station at Bangalore.

The Aqua Care call centre would approach Eureka Forbes customers for undertaking Annual Maintenance Contract (AMC) and had copied trade style of Eureka Forbes by printing stationery similar to Eureka Forbes with 24 hour toll free number, making the innocent customers believe that they are dealing with Eureka Forbes personnel. Post receiving payment and signing AMC with the customers Aqua Care would either ignore the customer for service or provide sub-standard spare parts and services. The customers started complaining to Eureka Forbes as every customer believed that they had signed AMC with Company authorized service provider.

The customers are now relieved as we have successfully and promptly stopped the menace ensuring they get purified water and good health.

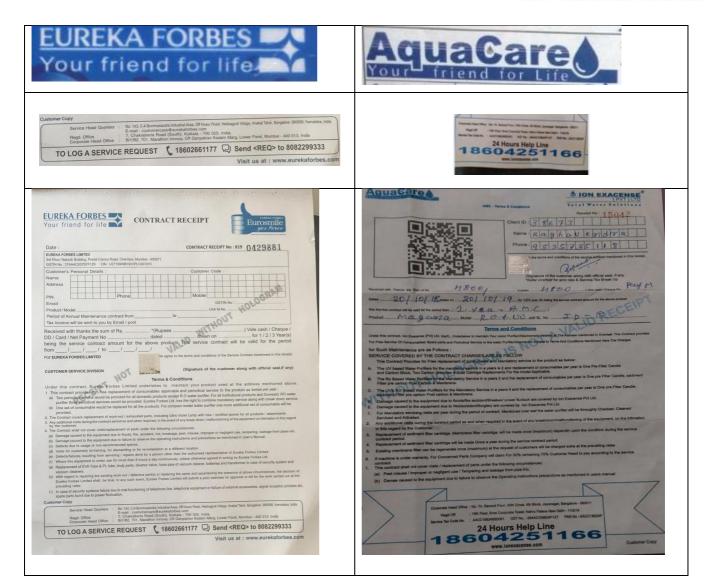
It is the duty of every Eurochamp, Business Partner and Distributors to educate customers and beware of such malpractices and report the same to the Company for stern action.

## Some ways to educate customer to beware of Ion Exacense and Aqua Care:









In order to ensure we preserve the trust of our customers we must warn them so that they can help us fight such fraudulent activities. Educate your customers about our helpline and how they can identify a genuine Eureka Forbes employee and alert us in case of a pretender.

For cases of any such activities that come to your notice, inform us right away in order to take severe actions against such firms.

Write to Mr. Dattaram Shinde (Company Secretary & Head-Legal): dshinde@eurekaforbes.co.in



An article from the Times of India- Bangalore to help spread the news to our customers:

## **Eureka Forbes claims fake firm cheating its customers**

TIMES NEWS NETWORK

Bengaluru: Water filter maker Eureka Forbes has complained to police about fraudulent firms posing as authorised agents and cheating customers by installing fake products and collecting large sums of money in the name of annual maintenance.

Representatives of Eureka Forbes lodged a complaint with Jayanagar police on Tuesday, naming a company based in Jayanagar 4th Block. The complainant said the firm's representatives, falsely claiming to be authorised dealers of Eureka Forbes and its brand of Aqua Guard water purifiers and filters, approached many customers in the name of product main-

tenance and cheated them by installing fake parts. The firm representatives took money and offered fake annual maintenance contracts in the name of Eureka Forbes, the complaint read.

Eureka Forbes accused the Jayanagar firm of committing fraud by misusing an established brand name and cheating innocent customers.

The company's chief transformation officer Shashank Sinha said such unauthorised service networks have been posing a huge threat to consumers in terms of health risk. "We have a helpline where customers can call and establish the authenticity of personnel from Eureka Forbes," he added.