

**CASE
STUDY**



SMS Verification to identify counterfeit products

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SMS API Case Study

About the Organization

Engro Fertilizers is a subsidiary of Engro Corporation and a renowned name in Pakistan's fertilizer industry. It is traded on the stock market under the symbol 'EFERT. Engro holds a vast, nationwide production and marketing infrastructure and produces leading fertilizer brands optimized for local cultivation needs and demand. Engro is also a leading importer and seller of Phosphate products, which are marketed extensively across Pakistan as phosphate fertilizers.

Challenge

Engro Fertilizer faced the challenge of combating fake and substandard fertilizer products. As a result of these counterfeits, company was experiencing a decline in sales and farmers were losing money because of fake products affecting productivity.

The Solution

Eocean provided a mobile based product verification solution called Veritext to combat counterfeit products. Every bag of fertilizer is marked with a scratch-label, which includes a unique code about the product. Farmers can scratch off the label and send the code via SMS to a short code to verify the product., which sends back a verification of authenticity. Additionally, an online client service portal is provided to the company for offering live reporting of product verification status.

The Results

- ▶ Increase in Product sales through consumer engagement
- ▶ Increase in brand loyalty due to protection from counterfeit products