



News Release

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FOR IMMEDIATE RELEASE

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The Loss Prevention Foundation continues global expansion into India, Sri Lanka and the Middle East

MATTHEWS, NC (March 5, 2014) – The Loss Prevention Foundation (LPF) continues its international expansion efforts with the announcement of its latest partnership with Loss Prevention India (LPI). Based in New Delhi, LPI will assist with the facilitation of the loss prevention certification course across retailers in India, Sri Lanka and the United Arab Emirates.

“LPF has been very successful with elevating the loss prevention professionalism in the United States. As a result of this success, we have had many countries express interest in bringing the validated content to their countries as a means to elevate the professionalism of their loss prevention efforts,” says Gene Smith, president of The Loss Prevention Foundation. “This is just the start. Our Partnership with LPI will continue to expand and include a local LPF Chapter, which LPI is assisting with forming. We are assembling a retail advisory committee in India and we will grow local membership as well as support webinars, seminars and LPF Education Days, similar to what we have in place in the United States.”

Lalit Kumar, founder and president of Loss Prevention India (LPI) highlights the credibility The Loss Prevention Foundation provides as a great benefit to the growth potential for this partnership, in particular with India retailers. “Knowing the Loss Prevention Certification courses were not created by any single individual’s perspective on Loss Prevention, but rather by a collective industry effort supported by over 300 individuals from more than 200 retailers means that we can bring this experience and knowledge to the retail market in India,” says Kumar. He adds, “Retail in India is in a consolidation phase and focusing more and more on EBITDA positive stores. With the new FDI [Foreign Direct Investment] rules in India, global retail practices have a larger scope. The latest skill development policy of the government of India supports these employment related courses and we, as a well-established LP industry organization, are positioned to help bring these to the retail market as well as to contribute back to the program adding input and content specific to facing India’s retail environment.”

“The certifications and proctored exams are already available in over 175 countries, but we recognize that a more localized presence in many locations by way of partnerships like this one provides greater local acceptance and market relevance,” states Kevin McMenimen, a founding Executive Board Member of The Loss Prevention Foundation and International Liaison for the organization. “As per the latest surveys, shrinkage in India was reported at 2.8% in India which is among the highest in the world. Through a partnership with LPI, whose mission is to help retailers protect shrink and create better loss prevention awareness and practice, this opportunity connects like-minded goals and objectives across the LP industry in both regions.”

The Loss Prevention Foundation is also expanding into the United Kingdom, Australia, South Africa, the Caricom nations in the Caribbean, and other regions in 2014.

About The Loss Prevention Foundation: The Loss Prevention Foundation is a not-for-profit 501 c (6) international organization founded in 2006 by industry leading professionals to serve the loss prevention industry. Our mission is to advance the profession by providing relevant, convenient and challenging educational resources. We support this mission through a variety of ever-expanding initiatives, including two certification programs, on-line educational resources, a career-oriented membership program, student scholarships and a college and university program.

About Loss Prevention India: Considering the current Indian Scenario of being a developing economy, fundamentals of retail business & Loss Prevention initiatives are entirely different from those prevailing in Mature International markets like USA. Loss Prevention India, pioneer in providing Loss Prevention Solutions, has set up an Integrated Loss Prevention Hub, helping retailers to protect & build their profits, by reducing shrinkages through its established strategies, procedures & processes.

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