

SECURING DIGITAL ASSETS OF E-COMMERCE JEWELLERY CONGLOMERATE USING MANAGED BUG BOUNTY PROGRAMS



Joyalukkas Group is a multi-billion dollar conglomerate that has various business interests, including jewellery, money exchange, fashion & silks and malls. In a span of 30 years, the Joyalukkas Group has become a global enterprise. Joyalukkas is today a trusted brand in India, UK, USA, Singapore, Malaysia, UAE, Qatar, Kuwait, KSA, Bahrain & Oman. The brand is continuing to rapidly expand its presence in more countries across the world to fulfill its vision of Ornamenting the World.

The Challenges faced:

Online E-commerce is a risky business and with each item costing 1000 times costlier (in case of Jewellery) than traditional E-commerce products, the risk that comes along is huge. Attached along with it is the brand reputation that comes along-with.

Joyalukkas – SafeHats Bug-Bounty Platform partnership:

- SafeHats team created a private bug bounty program for Joyalukkas initially and made it live for 3 months. Alongwith, SafeHats helped them creating a Vulnerability Disclosure Policy that helped strengthen their AppSec strategies
- SafeHats invited its security researchers based on their skill set to test the applications end-to-end
- SafeHats team was responsible for managing the entire program from triaging, bug validation, communication with researcher, swag and bounty payouts.

Program Outcomes:

- Number of High / Critical severity reported within first 1 month were 5 times more than the number of similar severity reports identified by their internal team
- Total number of High and Critical severity vulnerabilities were more than 50% of low and medium severity vulnerabilities.
- The company now handles all its security bugs through SafeHats

See the live demo:

Visit : <https://www.joyalukkas.in/pages/security/pgid-1310524.aspx>

SafeHats, a coordinated vulnerability discovery and managed bug-bounty platform helps enterprises uncover security vulnerabilities across applications through experienced, trusted and certified security researchers before malicious hackers initiate penetration

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Managed Bug Bounty