

# Revolutionizing the way we exchange product data

Dear Supplier,

Our organisations currently struggle with collecting reliable, up-to-date information on thousands of consumer products we sell. Accurate product information is essential for business processes related to merchandise ordering, supplies receipts, planogramming, FIFO management, stock monitoring, new product introductions, promotions, etc.

Omni-channel retailing and online shopping is the norm today. Regulatory compliance requirements and consumer expectations around product information on health & wellness, quality & reliability etc. are also increasing. These growing information demands make the need for detailed product attribute information along with product images vital to maintain an accurate product item master and to run successful retail operations.

Unfortunately, the data sharing process between us is manual and error prone. Significant time and effort is spent in filling and sharing different product data sheets with each retailer. Despite which, important updates on MRP, product status, EAN/UPC changes etc. are not communicated or recorded by retailers on time. This leads to wrong despatches, poor fill rates, increased stock inward time, and wasted time on reconciliations.

To address these issues, we intend to use GS1 India's DataKart service. GS1 India is a Standards organization, set up by the Ministry of Commerce & Industry, Government of India, along with CII, FICCI, ASSOCHAM, FIEO, IMC, BIS, Spices Board, APEDA, IIP.

DataKart functions as a single platform connecting all suppliers and retailers/e-tailers to exchange and access up-to-date, complete and accurate product data.

### Benefits for suppliers in using DataKart include:

- Automated generation of EAN/UPC codes
- Product information gets uploaded once and shared with multiple retailers/e-tailers in one go
- Reduced go-to-market time for new product launches
- Effective product promotions through retailers/e-tailers
- Single reliable repository of product information on compliance labelling, product marketing, logistics and more
- Confirmation that retailers/e-tailers have noted and acted upon new product introductions, promotions, deactivations, MRP & product changes
- Promotion of products directly to consumers through mobile app

Given these benefits we can all achieve with DataKart, we request all our suppliers to upload and share product attribute information and product images for all new product introductions and product changes through DataKart starting **1 July 2017**.

To get started you may either contact us or GS1 India at [datakart@gs1india.org](mailto:datakart@gs1india.org) or call +91 (11) 42890833.

Sincerely,

Sadashiv Nayak



Neville Noronha



Suraj Prakash



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Satya K Srivastava



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