

WM-10(72)/2016
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs
Legal Metrology Division

Krishi Bhawan, New Delhi-0
Dated: 14.12.2016

To,

1. CII, FICCI, PHD, ASSOCHAM, and All Industry Associations
2. The Manufacturers/ Importers/ Brand owners

Subject: Launch of Mobile App to empower consumers with Digital Product Information

Sir/ Madam,

Please be informed that Department of Consumer Affairs is planning to launch a mobile app on National Consumer Day i.e. on **24th December, 2016** to enable consumers to use their mobile phones to access the information about the products which is required to be provided by manufacturers/ packers/ importers under the Legal Metrology (Packaged Commodities) Rules 2011.

2. This mobile app is developed in association with GS1 India, a standards body set up by the Ministry of Commerce and Industry, CII, FICCI, ASSOCHAM, FIEO, BIS, etc. for unique and universal product identification used in barcoding.

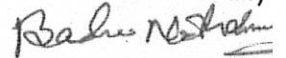
3. The information to be provided should include the following:

- (i) Name & Address of manufacturer/packer/Importer;
- (ii) Name of the commodity;
- (iii) Net content in the standard quantity of weights & measure;
- (iv) Month and Year of manufacture/pack / Import
- (v) Retail sale price in the form of MRP: Rs. (inclusive of all taxes);
- (vi) Consumer Care details: Name, address, telephone number, E-mail address of the person who can be or the office which can be contacted, in case of consumer complaints.

4. All the information may get linked for each product with its corresponding GTIN code and would get displayed on the mobile phone when the GTIN barcode on a consumer item is scanned using the mobile app. The manufacturing date through bar code may be optional at this moment. The MRP may be indicated effective on the date of filling in the database as MRP Rs..... as on .././....

5. To enable the above, all Manufacturers/ Importers/ Packers are hereby requested to contact GS1 India at datakart@gs1india.org or at tel: 011-26168720, 42890890

Yours faithfully



(B. N. Dixit)

Director of Legal Metrology

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Copy to: CEO, GS 1 India, New Delhi for kind information.