



## GUEST COLUMN

### GS1 India Empowers Consumers, urges them to 'Scan Before Purchase', via 'Smart Consumer App'

- **Smart Consumer Mobile App Report states 2.5 times increase in the total number of scans in March.**
- **The highest number of monthly scans belong to the food category**

**Mr. Ravi Mathur, CEO, GS1 India**

In the current scenario when the world is hit by these challenging times, the concern related to consumption, food safety has become of prime importance to all.

The Smart Consumer App by GS1 India is helping consumers obtain reliable product information with a simple barcode scan. With this, consumers can easily access complete product information, such as product's shelf life, image, MRP, ingredients, FSSAI/other license validity, etc., which are directly uploaded by manufacturers, hence bringing transparency and reliability to what is being purchased and consumed.

The app also comes handy in case the information on the product label is too small to read, illegible or insufficient, causing hindrance in making right purchase decisions. It is a simple process wherein a consumer uses the Smart Consumer App to scan the barcode starting with 890, at the back of any product.

As soon as one scans the barcode, the details as mentioned above are reflected on the mobile screen. The quick information empowers a consumer to make informed buying decisions, keeping in mind the safety and assurance that they get around the uploaded product information.

The information is authentic as it is directly uploaded by the manufacturer of the product. The app acts as a one stop solution for accessing the information of products across categories digitally, by a simple scan.

As per the **Smart Consumer mobile app report, the total number of scans on the 'Smart Consumer App' in the month of March rose sharply by 2.5 times**, as compared to the last few months. It further implies that consumers are becoming more conscious of what they consume. **The highest number of scans, above 74k, are of products falling under the food category, followed by personal care (30k) and household items (25k).**

The above figures are a testimony that in today's times, the consumers are more aware and receptive to adapt to the newer ways of staying updated and alert while they go out shopping or consume a product.

'Smart Consumer app' also enables consumers to share feedback on products, directly with their manufacturers. This feature built in the app provides an added advantage for the consumers as they do not need to undergo a tedious process to share any feedback/complaints regarding any product, hence bringing power at their fingertips. With one click within the app, the feedback reaches the manufacturer for their further action on the same in real-time.

#### AWARENESS THROUGH ART



Awareness Through Art