GS1 India

Data Kart
Single source of reliable product data

Weights

kg

MRP

Images

NATURAL 100% ORGANIC

20% 70% GRAND SALE

8901072231267

Nutrition Facts
Serving Size 1 egg (50g)
Serving per Container 12
Amount Per Serving
Calories 70   Calories from Fat 45

Total Fat 5g	8%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 185mg	62%
Sodium 70mg	3%
Potassium 70mg	2%
Total Carbohydrate 0g	2%
Protein 6g	12%

Vitamin A 6%. Vitamin C 0%
Calcium 2%. Iron 4%

Measurements

FARM FRESH FARM FRESH

NEW PRODUCT LAUNCH

Allergens

Single source of reliable product data

Today, manufacturers/suppliers, retailers and online shopping sites struggle with maintaining and exchanging data on millions of products they sell. This happens because there is no one single, common, up-to-date repository of such information that can be easily accessed by all.

Moreover, product information is currently fragmented, stored across disparate IT systems/applications and not complete/up-to-date, rendering it unreliable for use in real life business operations. This deeply impacts core processes connected with ordering, stocks availability, despatches, retail shelf-space

planning, warehousing, transportation and logistics, and more, all of which are critical to run profitable and efficient businesses.

Today's omni-channel retail landscape also requires businesses to make their products visible to millions of digital shoppers by providing them access to trusted and reliable product information anytime, anywhere, on any device.

To address these challenges, GS1 India, based on insights provided by the Industry, developed the DataKart service.

Benefits to manufacturers/brand owners

Manage product codes & generate barcodes

- Assign and manage product codes - GTINs (EAN/UPC) online
- Eliminate possibilities of duplicate/wrong product code assignment
- Download barcode artwork
- View complete product lifecycle with change history from one place

Share data at one go with multiple buyers

- Enter product data once and share it with multiple buyers (retailers/online shopping sites), at one go, which can be viewed by them in their native file formats
- Reach out to thousands of kirana stores through Point of Sale (PoS) applications
- Receive instant acknowledgement from buyers for product changes, promotions, and new product introductions
- Eliminate retailer/online shopping portal dependency on crowd-sourced information for your products

Speed up go-to market & in-time order fulfilment

- Enable faster listing of new products, and promotional variants

- Increase product sales by eliminating PO mismatches with supplies
- Reduce time and effort spent in updating product data changes with buyers

Comply with Regulations

- Link product codes (EAN/UPC) with Harmonized System (HS) codes for compliance with GST requirements.
- Comply with current & emerging Regulatory requirements, such as FSSAI, AGMARK, Ministry of Consumer Affairs, etc.

Extend Reach to Consumers

- Reach out to consumers directly through 'Smart Consumer' app of Ministry of Consumer Affairs, Government of India.
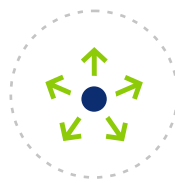
DataKart makes it possible to:

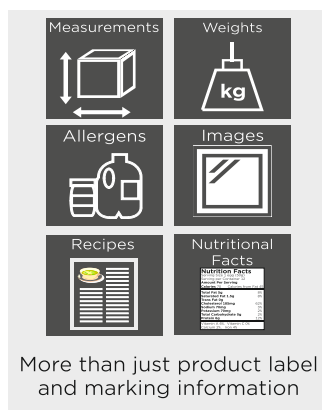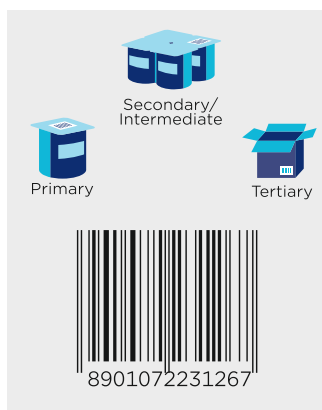| **Identify** products at all packaging levels with unique product codes (EAN/UPC)	**Capture** structured product data and images	**Share** product data and changes with trading partners and shoppers on a continual basis	**Use** reliable product data to run business processes

Secondary/Intermediate

Primary

Tertiary

8901072231267

Measurements

Weights
kg

Allergens

Images

Recipes

Nutritional Facts
Nutrition Facts

More than just product label and marking information

Product Sheet

SHOP

ONLINE STORE

- Product listing
- Ordering, invoicing, dispatching
- Item master management
- Shelf space optimisation
- Freshness/expiration management
- Product recall
- Product authentication

Benefits to retailers/online shopping sites

Single source of reliable product data
- Receive real-time, up-to-date, reliable and complete information on product changes, MRP changes, new products, product promotions, deactivations, etc.
- Improve store fill rates by ensuring correct ordering
- Receive automatic updates on product information in your ERP system

Enhanced data quality
- Leverage GS1 standards-based product data attributes to fulfill omni-channel data needs

- Filter unauthorised sellers listed with shopping portals

Optimised planogramming
- Ensure optimised planograms of retail shelves and backend DCs using data received on dimensions and weights of products (SKUs) and logistic cartons
- Obtain high-quality product images

Discover new products & suppliers
- Discover new products & suppliers from India and across the world

"DataKart helps us with new product introductions, keeping our catalogue updated with the latest EAN codes, with alerts for product data changes and in product image management.

Praveen Posina
Content Head
Big Basket

"DataKart is a promising solution to drive efficient master data collaboration. This can be a big enabler towards flawless information flow across vendors and customers."

Pulkit Arora
Group Head - Customer Service & Logistics
Procter & Gamble

Revolutionising product data exchange in retail

DataKart is an online, cloud-based service, which enables upload and exchange of reliable product data between manufacturers/suppliers, multiple retailers, and online shopping sites in an automated manner with 100% accuracy and in real time. For more information, visit: www.gs1india.org/datakart.

DataKart will link with GS1 Cloud – a global repository of retailed products, which will provide GS1 barcode owner authentication and product data by early 2018.

Data Kart
Single source of reliable product data

GOVERNMENT/REGULATOR · DIGITAL CONSUMER · OFFLINE CONSUMER · SHOP STORE · ONLINE STORE · POINT OF SALE APPLICATIONS

Share product data with trading partners, Regulators to meet their varied requirements and with shoppers to promote products

"With DataKart implementation, we aim for seamless exchange of data with several customers at a go and thereby, improving 'Perfect Order' and 'Financial Reconciliation' with reduced order-to-delivery time & reduced returns arising out of incorrect master data."

Riddhish Maniar
Head of Customer Service &
Customer Facing Supply Chain
Nestle India Ltd.

"With this innovative offering from DataKart, we are expecting significant improvement in our Ordering process due to the instant alerts we would receive about product launches and new product variants from our suppliers. Besides, this system is also expected to help us avoid sales loss resulting from PO mismatches."

Ashwani Sharma
Chief Merchandising Officer
Walmart India

DataKart service – by the Industry, for the Industry

Companies endorsing DataKart service include Reliance Retail, Future Group, D'Mart, Canteen Stores Department, Aditya Birla Retail, Spencers, Walmart India, Metro Cash & Carry, Grofers, Nestle, J&J, HUL, P&G, Coca Cola, Reckitt Benkiser, MTR Foods, ITC, Bisleri, Heinz, Big Basket, Spar, Hypercity, Star Bazaar, Heritage, SRS Value Bazaar, Savemax, Shopclues, and Grocermax, among others.

About GS1 India
A Standards organisation set up by CII, FICCI, ASSOCHAM, FIEO, IMC, BIS, Spices Board, APEDA, Ministry of Commerce and Industry, IIP.

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