

What do consumers look for?



Are you meeting your consumer's needs?

GS1 barcodes improve the look and feel of your product. It enhances your product's packaging and brand image.

Barcodes also link your products with businesses and consumers. A scan of a product's barcode* with a mobile phone:

- Gives access to additional product information (e.g. ingredients, herbal, no animal-testing etc.)
- Provides information on product usage and tips
- Helps in product promotion and new product launches
- Enables verification of the authorised owner of the barcode and hence the brand

*where provided by brand owner through DataKart service of GS1 India

Sell more through online and retail stores

With GS1 barcodes:

- Products become easier to upload and list by online shopping portals (Flipkart, Amazon, Snapdeal etc.)
- Products become web-ready for online sales and shelf-ready for retail chains
- You get priority in listing your products with both online retailers and retail chains, thus enhancing your sales opportunity
- Retail chains can speed consumer billing and manage stocks in real-time
- You have accurate inventory control

What do GS1 barcode users have to say?



"GS1 barcodes instil consumer confidence in our products and improves our product's look & feel and brand image".

Kajal Anand
Managing Director
Debon Herbals Pvt Ltd.



"By using GS1 barcodes, we are able to list our products quickly on e-commerce websites, which significantly reduces our time-to-market and ultimately helps us increase sales."

Nanda Asudani
CEO
Em & Em Personal Care Pvt Ltd.

How else do GS1 barcodes benefit you?

- Provides globally unique identity to your products
- Improves online and mobile search results of your products
- Enables easy product listing on shopping websites
- Enables compliance with multiple retailer requirements
- Prevents product counterfeit as barcodes facilitate product track & trace
- Provides worldwide visibility of your company through GS1's GEPIR service.
- Enables you to convey product information desired by retailers and consumers through GS1 India's DataKart service



GS1 India is a Standards organization set up by the Ministry of Commerce and Industry, Government of India, Bureau of Indian Standards & Apex trade/Industry bodies, including CII, FICCI, and ASSOCHAM etc.

Contact us to get barcodes for your products today!

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