



Shoppers Stop saves time and reduces costs by using GS1 Standards

Since 2006, Shoppers Stop Limited (SSL), India's leading retail chains of large format department stores has switched from internal, proprietary product (SKU) coding to GS1 product identification standards in barcoding of all its merchandise, in line with global best practices. This change has enabled them realise significant benefits from seamless information exchange with their trading partners and improve data quality through unambiguous and unique identification of merchandise across product categories, saving time, effort and associated costs to SSL.

Earlier business practices and challenges

Prior to 2006, SSL would generate proprietary product codes, print barcodes at their end and dispatch to hundreds of their suppliers (referred as partners) through the country. This required ensuring that correct barcodes were generated for thousands/lakhs of their merchandise. It entailed substantial costs at SSL's end besides delays in receipt/dispatch of labels by partners with consequent delay in receipt of merchandises. It also resulted in inaccuracies and mismatches between orders placed and supplies received due to proprietary product coding practices followed by SSL and its partners.

From 2006, SSL moved responsibility for barcode generation to its partners using the product codes provided by it. This reduced significantly time delays in supply of merchandise, administrative costs in managing generation of barcoded labels and their dispatch to each partner.

Later based on recommendations of GS1 India, an affiliate of GS1, Belgium, a standards organization for Retail and other sectors, SSL adopted global best practices and standards in identification of its products using GS1 standards which are widely recognized and accepted in Retail worldwide. In close collaboration and co-operation of its partners, SSL moved its partners to register with GS1 India to obtain their unique company identification from which globally unique and universal product codes for their merchandise could be generated.

With the above, SSL receives GS1 barcode ready merchandise from each of its partners and require to only scan the same at their end and move it directly to their Retail shelves. Earlier, a lot of productive time was wasted in reconciling product information due to proprietary product coding practices which were followed resulting in disintegrated systems. Due to this, the product information in the ASN's would frequently be inaccurate, resulting in packing and dispatch of wrong items by partners from their warehouses.

Benefits realized

Adoption of GS1 Standards has enabled SSL enhance its Supply Chain operational efficiency in its backend and frontend Retail operations and cut costs/reduce time delays, benefitting both them and their various trading partners.

Key benefits:

- No delays in despatch of merchandise by partners due to self-generation of barcoded labels by them, not dependent on receipt of labels from SSL which earlier delayed despatches. Reduction in lead time in dispatch of stocks from partners' warehouse to SSL's DC's.
- Substantive savings on additional manpower and time spent in affixing proprietary barcode labels on merchandise by SSL.
- Efficient and seamless information exchange and flow across business processes from product sourcing to Sales and returnable management using a single, common GS1 product code for each merchandise product.
- Complete visibility of stocks and physical supplies in transit to all trading partners.
- Improved analytics of merchandise demand v/s sales with capture of information of single, common barcode on each merchandise, understood and recognised uniformly by SSL and its partners.
- Inventory visibility at partners' end prior to despatch.
- Real time information on orders raised by SSL resolving pricing mismatches.
- Major reduction in rejection of despatched stocks due to accuracy in packing of items at partners' end.
- Improve data quality by removing insufficient and inaccurate data travelling along supply chain

"For Shoppers Stop, GS1 standards have brought together companies representing all parts of the supply chain – manufacturers, distributors, retailers, and more. Today, GS1 standards mean much more than the barcode and include standards for electronic business messaging, data synchronisation and RFID-based identification and solutions to a range of business issues related Supply Chain operations. These standards enable businesses to manage the supply chain more efficiently and to respond to challenges of a globalised supply chain by increasing their efficiency and maximizing profitability. In today's global economy, an efficient supply chain is a must and GS1 standards help us to achieve the same." Devadas Nair, Head - Logistics and SCM, Shopper Stop Limited

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About Shoppers Stop

Shoppers Stop is India's largest retail chain of large format department stores. Pioneer of modern retail in India, Shoppers Stop Ltd has been instrumental in bringing about retail revolution in India. Since its inception in 1991, Shoppers Stop Ltd has become the highest benchmark for the Indian retail industry and has introduced various retail formats in India. Apart from the flagship business of department stores, there are also specialty stores for books, home decor and maternity care & infant care. It is also the only Indian member of the Inter Continental Group of Department Stores (IGDS) along with 29 other experienced retailers from all over the world.



About GS1 India

GS1 India was set up in 1996 as a not-for-profit, independent standards body by Ministry of Commerce and Industry, Government of India along with FICCI, ASSOCHAM, CII, FIEO, IIP, BIS, APEDA, Spices Board, and IMC besides . As an affiliate of GS1 Global, GS1 India administers and allocates GS1 product identifiers used in barcoding for unique and universal identification of supply chain objects, i.e. - products, logistic items, trading partners, locations, documents, assets etc. and other GS1 Standards.

Contact Us

If you would like to know more about GS1 Standards and how to adopt those standards in India contact us at:
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