GS1® India

The Global Language of Business

Annual Report 2015-2016

Empowering Consumers in the Digital Era

Contents

I am pleased to present GS1 India's Annual Report for 2015-16 which provides highlights of its performance and activities during the year.

GS1 India continued to make steady progress in facilitating adoption and implementation of GS1 standards by Industry.

The subscriber base grew to over 15,000 companies across sectors with inroads to suppliers to online shopping portals. This augurs well for future growth of GS1 India subscribers as shopping portals rapidly ramp up their supplier base.

A lot of effort was put in this year in getting retailers and brand owners to participate in the DataKart pilot, conceptualised and developed by GS1 India. This is expected to significantly benefit both retailers/e-tailers and brand owners by eliminating inefficiencies/inaccuracies in their product master management processes.

GS1 India identified opportunities and worked intensively with several Government bodies, which included the Ministry of Consumer Affairs, Food Safety and Standards Authority of India and Ministry of Railways to educate them on how GS1 global standards could be used in several key applications, many of which would benefit consumers.

Substantive efforts were made through dedicated workshops/webinars and by providing technical support to pharma exporters to help them in uploading their product information into the DAVA portal operated by NIC, to facilitate compliance with DGFT's notification for track & trace of exported pharma drugs.

A significant achievement this year was the commissioning of ROHINI, the Registry of

Hospitals for insurance sector for IRDAI. This project uses GS1 standards for unique hospital identification.

GS1 India worked closely with Spices Board to design and develop their eChilli Bazaar portal which uses GS1 standards for unique farm identification.

A breakthrough was achieved with the defence sector through the adoption of GS1 standards for RFID technology for inventory management of ammunition by the Central Ammunition Depot at Nagpur.

Through its representation on the prestigious GS1 Global Management Board, the Global Internal Compliance Committee and the GS1 Global Advisory Council, GS1 India continued to make significant contribution to the development of GS1's strategic plans, keeping priorities of emerging markets in perspective.

As a Board Member of the Global Legal Entity Identifier Foundation (GLEIF), Switzerland; CEO, GS1 India actively participated in all its deliberations and liaised closely with CCIL in extending the use of LEIs by the Indian financial sector.

I take this opportunity to thank the Management Board members for their continued proactive support in furthering the objectives of GS1 India and on their behalf, place on record our appreciation for the leadership provided by ex-President Shri Ravi Capoor during the year and the achievements of Shri Ravi Mathur and his team.

I look forward to active interaction with the Board members and GS1 India employees, and their proactive support in taking GS1 India to new heights.

Bhupinder S. Bhalla

CEO's Message

The theme of our Annual Report this year is 'Empowering Consumers in the Digital Era'.

Online shopping has become the norm for millions of shoppers in urban and semi-urban cities and towns worldwide. This is fuelling the proliferation and rapid growth of online shopping portals which are vying with each other to offer an ever-increasing assortment of consumer products across categories.

In India as well, shoppers are increasingly accessing online shopping portals for the wide range of merchandise available, convenience of shopping and delivery, competitive prices, etc.

However, with thousands and potentially millions of sellers listing their products on shopping portals, identifying authorised ownership of merchandise being sold, poses a huge challenge to e-tailers with responsibility for guarantee/warranty of the products resting with the e-tailer.

This is where GS1 India's DataKart service comes in - to enable shopping portals authenticate products sold on their websites, filter out unauthorised sellers and thus provide product warranty/guarantee without risk.

Despite downturn in growth of modern retail trade, an overall depressed market environment and low priority to standards adoption, we performed well vis-à-vis the budget.

This was accomplished by creating new opportunities across sectors which included a project on chilli traceability, setting up of a National Hospital Registry, document/certificate authentication and identification, consulting assignments, etc.

Substantive efforts were put into expanding the implementation of GS1 standards through dedicated workshops/webinars across the country. In particular, pharma companies/NIC were provided onsite guidance and technical support in uploading product data into the DAVA portal. A mobile application was designed as well to enable spot querying/authentication by consumers for pharma drugs destined for exports.

The solution provider program was further expanded to add system integrators, authentication and online printing vendors. This provides additional hands and feet on the ground for promoting awareness on GS1 standards through solution providers.

We continued our strong engagement with Government bodies for incorporation of GS1 standards in several applications covering product recall, track & trace, e-procurement etc.

A major skill upgradation program across functions was organised to enhance the soft selling skills and technical skillsets of our young and dedicated team of professionals. Talent acquisition and retention has been the key to our success in the past and shall remain so in the future as well for which we need to continually benchmark ourselves with Industry and provide an enriching and rewarding environment.

Looking ahead, we expect ecommerce companies to expand and increased foray of brick & mortar retail into online and omni-channel retailing. This will further drive the adoption of GS1 standards.

We received excellent support and guidance from the GS1 India Management Board and we look forward to their continued support and guidance under the able leadership of Shri Bhupinder S. Bhalla in the coming years.

Ravi Mathur

Organisation overview

GS1 headquartered at Brussels, develops and provides guidance in implementation of global standards and solutions in supply chain management across industry sectors. It partners with Industry, Government bodies and solution providers in facilitating adoption of its standards, which positively impact top line growth of companies while delivering added value to consumers.

GS1 India, a standards body, is an affiliate of GS1. Our primary role is to allocate and administer the GS1 numbering system. We also create awareness and provide guidance on the implementation of GS1 standards to Industry and Government bodies, which ultimately benefits consumers.

About GS1 Standards:

- Used in 114 countries by over 2 million companies

- De-facto standards for the Retail Industry

- User-driven and governed

- Are open, neutral and interoperable

- Adopted by over 24 sectors including Retail, Healthcare, Transport & Logistics and more

- Enable identify, capture and share of vital product and supply chain information

- Enhance supply chain efficiency and productivity

- Facilitate authentication, counterfeit detection, track & trace and product recalls

GS1 India Board of Management:

- Ministry of Commerce and Industry, Government of India

- Bureau of Indian Standards (BIS)

- Spices Board

- Confederation of Indian Industry (CII)

- Federation of Indian Chambers of Commerce and Industry (FICCI)

- Associated Chambers of Commerce and Industry of India (ASSOCHAM)

- Federation of Indian Export Organisations (FIEO)

- Agricultural & Processed Food Export Development Authority (APEDA)

- Indian Merchants' Chamber (IMC)

- Indian Institute of Packaging (IIP)

Data Kart

GS1 System of Standards

GS1 identification standards uniquely identify products, locations, and assets. GS1 data carriers and data exchange standards then enable the capturing and sharing of information throughout the system.

GS1 Identification Numbers

GS1 Standards begin with GS1 identification numbers used to uniquely distinguish all products (trade items), logistics units, locations, assets, and relationships across the supply chain from manufacturer to consumer. These numbers provide the link between the item and the information pertaining to it.

GS1 Data Carriers

GS1 data carriers are capable of holding varying amounts of data to accommodate different needs for different products and processes. The data encoded in GS1 data carriers not only uniquely identifies products at every level of packaging, it provides access to product information and visibility of product movement through the supply chain.
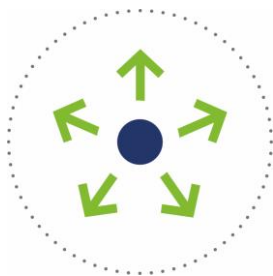
GS1 Data Exchange

Interoperability, made possible by identification standards, data capture standards, and data exchange standards, allows product information to flow between trading partners.

Data Kart

Identify

GS1 Standards for Identification

Company & Location
• Global Location Number (GLN)

Product
• Global Trade Item Number (GTIN)
• Serialised Global Trade Item Number (SGTIN)

Logistics & Shipping
• Serial Shipping Container Code (SSCC)
• Global Shipment Identification Number (GSIN)
• Global Identification Number for Consignment (GINC)

Assets
• Global Individual Asset Identifier (GIAI)
• Global Returnable Asset Identifier (GRAI)

Services & More
• Global Service Relation Number (GSRN)
• Global Document Type Identifier (GDTI)
• Global Coupon Number (GCN)

Capture

GS1 Standards for Barcodes & EPC/RFID

GS1 Barcodes

EAN/UPC

9 501101 021037

GS1-128

(00) 3 9501100 000001001 9

ITF-14

09501101021037

GS1 DataBar

(01) 0 9501101 02103 7

GS1 DataMatrix

GS1 QR Code

GS1 Composite Barcode

9501 1028

GS1 EPC/RFID

Electronic Product Code (EPC) RFID

EPC HF Gen 2

EPC UHF Gen 2

Share

GS1 Standards for Data Exchange

Master Data
• Global Data Synchronisation Network (GDSN)

Transactional Data
• eCom (EDI): EANCOM, GS1 XML

Event Data
• EPC Information Services (EPCIS)

| GLN | GTIN | GTIN | GRAI GTIN | GIAI | GLN | GIAI | SSCC | GLN | GIAI | GTIN | GTIN | GLN | GSRN |
| SSCC | | SSCC | | | | | | | | SSCC | | | |

MANUFACTURER | ITEM | CASE | PALLET | TRANSPORT | DISTRIBUTOR | TRANSPORT | PALLET | DISTRIBUTION CENTRE | TRANSPORT | CASE | ITEM | RETAILER HEALTHCARE PROVIDER OPERATOR | CONSUMER PATIENT CAREGIVER

Data Kart

GS1 India Services

DataKart is an easy-to-use, online cloud-based service designed as a single source of reliable product data.

It enables brand owners and retailers to seamlessly upload, manage and exchange product information. Through DataKart, brand owners can easily get unique barcode numbers or GTINs for each of their products without having to use Excel® spreadsheets or worrying about assigning the same number twice. They can upload and manage all product information like its description, ingredients, nutritional facts, weights and dimensions, regulatory information, MRP and much more in one place, including a product's change history.

With DataKart, brand owners can share this information effortlessly with all their retailers and online shopping sites across the country in one go and in their required formats.

As part of their GS1 Company Prefix subscription, GS1 India subscribers get free access to DataKart Basic, which allows them to:

- Create GTINs for all their products and upload associated information about them
- Generate and print barcode image for each product/SKU

GTIN Validation

GTIN Validation service validates product GTINs to ensure they are created from valid GS1 Company Prefixes and are correctly assigned to products as per GS1 standards.

The service enables retailers and online shopping sites to improve the quality of product data in their Item Master or Product Catalogue and identifies any duplicate product listing. A validated and accurate Item Master/Product Catalogue is the first step in preventing product counterfeits, identifying conflicting product information and increasing consumer trust, which ultimately results in greater sales.

Global Electronic Party information Registry (GEPIR)

GEPIR is an online look-up database for company information maintained by 114 GS1 organisations worldwide of their members. All the 114 databases are linked with each other and contain information on over 2 million companies that use GS1 standards.

All GS1 India subscribers are automatically listed in the Registry when they subscribe to a GS1 Company Prefix. International buyers/retailers utilise GEPIR to validate GTINs provided by their trading partners. Only companies with valid GS1 Company Prefix subscriptions are listed in GEPIR.

Barcode Verification

Barcode Verification services are offered to subscribers for both 1-D and 2-D barcodes. Barcodes submitted by companies are verified to ensure they are GS1 standards compliant and that they will scan efficiently on a variety of point-of-sale scanners.

Barcodes are vigorously tested for conformance to standards on several criteria such as size, colour, print quality, quiet zone, check digit, and barcode placement. As part of this service, subscribers receive a detailed report along with recommendations for modifications.

Training & Education

Training programs are offered to help companies implement GS1 standards within their organisations. Through such training programs, subscribers understand the importance of GS1 standards in their supply chain processes when used in conjunction with automatic identification and data capture technologies. Training programs are also tailored to user requirements. Basic and advanced modules are delivered through workshops, webinars and e-learning modules.

69 Workshops

62 Webinars

1319 Companies

1725 Participants
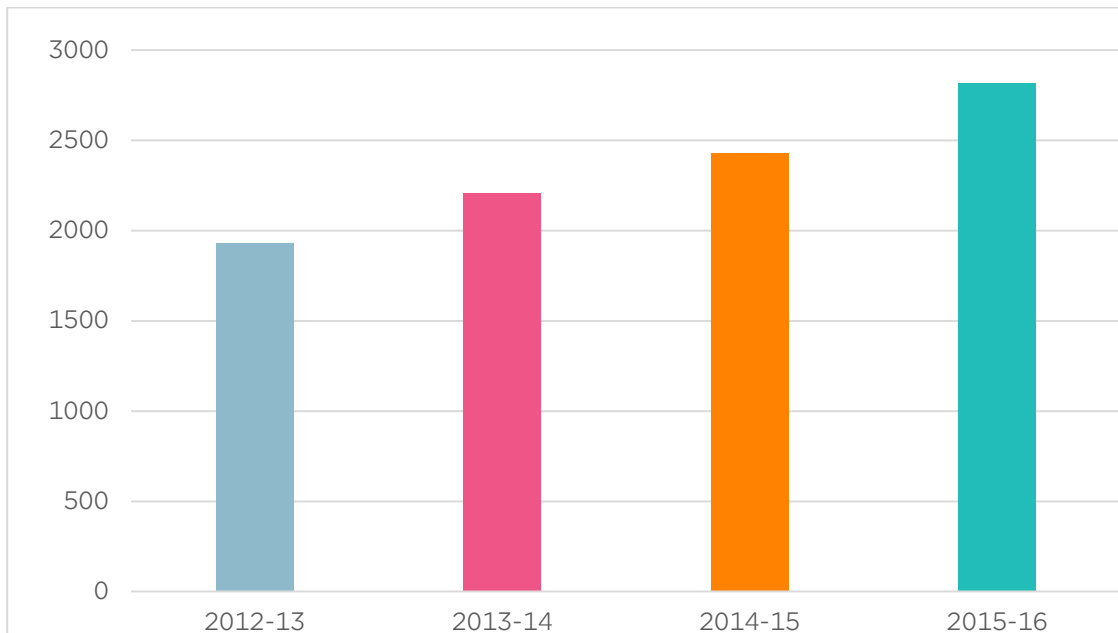
eLearning

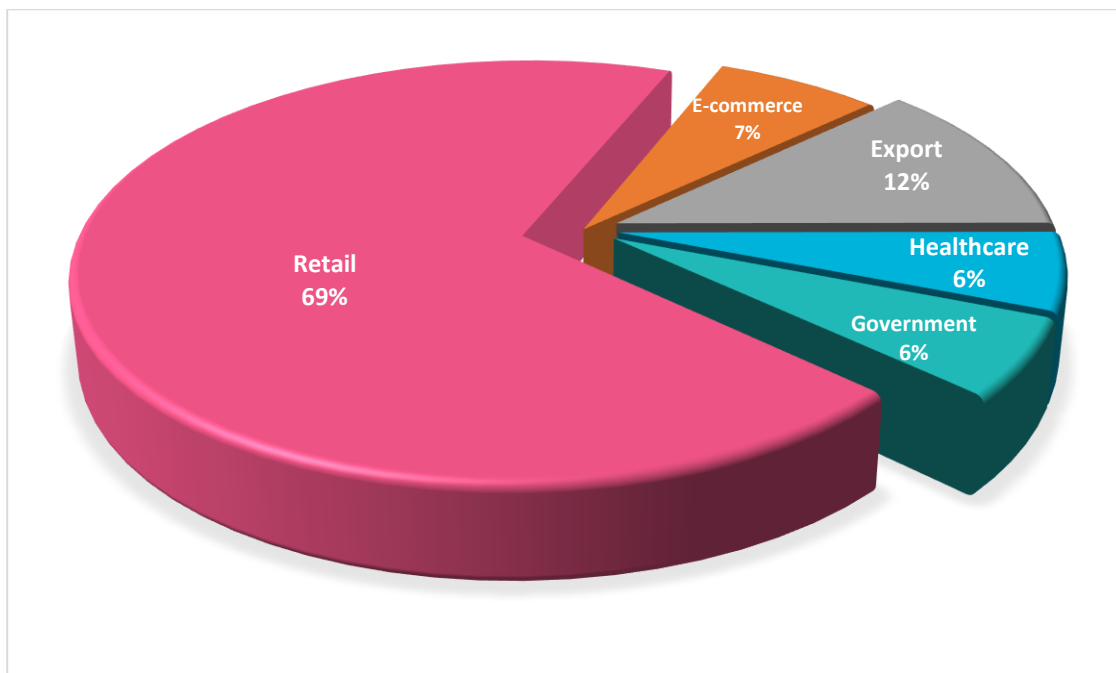**47** Participants

44 Companies

Performance

New Registrations

We saw tremendous growth this year. Our new registrations grew by over 16% —the third year in a row that we've seen double-digit growth.

Subscriber distribution across sectors in 2015-16

Sectors in Focus

Retail

Healthcare

Transport & Logistics

Government

Data Kart

Retail Sector

DataKart Industry Pilot

An Industry Pilot with over 40 large and small suppliers/brand owners and several national modern trade retailers/e-tailers to test the DataKart service was launched.

Pilot participants included Reliance Retail, Future Group, Hypercity, Walmart, Metro Cash & Carry, Big Basket, Grofers, Nestle, J&J, HUL, P&G, RB, Colgate, MTR Foods, General Mills, ITC, Bisleri, WIPRO, Heinz, and more.

DataKart is designed to operate as a single platform connecting multiple suppliers and retailers/e-tailers for exchanging and accessing product data that is up-to-date, complete, trusted and accurate.

As part of the Pilot process, suppliers/brand owners uploaded and shared product data for thousands of products (SKUs) in the food and FMCG categories, in the first instance. This was later expanded to include products from other sectors such as apparel, consumer electronics, mobiles, general merchandise, etc. Retailers/e-tailers reviewed and downloaded the data, and acknowledged changes/updates to existing product data as per their desired formats.

The ongoing Pilot aims to establish that this service would enable real-time management and automated exchange of product data between suppliers and retailers in a seamless manner, ensuring that there is complete synchronisation between product item masters of retailers and their suppliers.

Benefits for suppliers/brand owners:

- One time preparation of product information on each product and its seamless exchange at one go with multiple retailers/e-tailers using global standards.

- Higher fill rates due to accurate ordering and fulfilment.

- Reduced go-to-market time for new product launches.

- Effective product promotions through retailers/e-tailers.

- Lower logistics costs due to optimised truck loading/despatches.

- Single reliable repository of product information on compliance labelling, product marketing, logistics.

- Confirmation that retailers/e-tailers have noted and acted upon new product introductions, promotions, deactivations, product changes including MRP, etc.

- Ability to communicate through mobile app directly with consumers to promote products.

Benefits for Retailers/e-tailers:

- One single trusted source of SKU information from thousands of suppliers.

- All desired SKU information made available in their native product sheet formats.

- Ability to integrate DataKart with retailer's supplier portal and over time, transition to DataKart service, which features several additional functionalities.

- Single source of real-time, up-to-date and reliable information on product changes, MRP changes, new product introductions, deactivations, product promotions. Accessible to MDM/IT, Merchandising, Ordering departments.

- Enable efficient planogram planning of retail shelves and backend warehouses/DC.

- Enable correct ordering and supplies receipts.

- Facilitate linkage between internal article codes with product EAN/UPC codes, with elimination of duplicate barcode numbers (EAN/UPC codes) on different SKU's.

Several insights were gained during the course of the Pilot and the service platform

was enhanced with additional functionalities based on inputs from participants. On conclusion of the Pilot, the DataKart service would be launched nationwide.

DataKart is expected to transform how businesses, retailers/e-tailers would interact in future to drive inefficiencies and costs out of their supply chain business processes.

This, in turn, is expected to significantly enhance current service levels to their customers/consumers, while leading to higher top line growth and lower operational costs.

The Pilot launch meetings were conducted in Mumbai, Delhi and Bengaluru.

Workshop on RFID for Apparel Industry

GS1 India organised a workshop on Radio Frequency Identification (RFID) for the Indian Apparel Industry in Mumbai. The workshop was conducted to provide apparel companies the education needed to implement EPC-enabled item level RFID tagging in day-to-day operations.

The workshop shared information on how Indian apparel manufacturers and retailers could leverage RFID technology with GS1 standards to improve their inventory visibility and accuracy.

RFID experts from GS1 Germany and GS1 Global Office were invited to present at this half-day workshop. The workshop was very well received by the Industry with over 45 participants from leading retailers and brand owners.

Data Kart

Healthcare Sector

Government Implements Track and Trace System for Pharmaceuticals

For continued confidence in exported pharmaceuticals from India, National Informatics Centre (NIC) designed, for the Director General of Foreign Trade (DGFT), the Drug Authentication and Verification Application (DAVA) based on GS1 standards.

GS1 standards make it possible to uniquely identify, capture and share important information on pharmaceuticals exported from India with regulators and patients.

More than 380 large and medium sized pharmaceutical companies have registered and uploaded production data to DAVA. A mobile version of DAVA was launched in June 2015 by the Commerce Secretary.

GS1 India continues to work closely with NIC & DGFT to support the implementation of this application. Training workshops and webinars are conducted for subscribers on a regular basis. GS1 India was also a key presenter at Industry workshops organised by Pharmaceutical Export Council of India (Pharmexcil) in Mumbai and Hyderabad.

The Asia-Pacific Council for Trade Facilitation and Electronic Business (AFACT), under the United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT), awarded the e-ASIA Award to DAVA, as the best trade facilitation system in the region.

A case study on DAVA was featured in the GS1 Healthcare Reference Book 2016-17, as one of the successful implementations in the world.

DataKart

Registry of Hospitals Launched for Insurance Sector

For the first time in the country, a Registry of Hospitals has been created that benefits all the stakeholders in the Health Insurance sector. The Registry, ROHINI (Registry of Hospitals in Network of Insurance) was launched in December 2015 in Mumbai by Insurance Information Bureau of India (IIB) - promoted by Insurance Regulatory and Development Authority of India (IRDAI).

Each hospital in ROHINI is identified with a 13-digit globally unique GS1 identifier (GLN – Global Location Number). ROHINI launched with more than 32,000 unique hospitals listed in it with geo-coding of their address.

This Registry is the trusted source of reliable healthcare information in the country and is accessible by various stakeholders including healthcare insurance companies, Governmental bodies, regulators and the general public.

The purpose of this healthcare registry is to:

- Uniquely identify each hospital to avoid duplicity

- Build a single source of reliable, updated and authenticated information on location/contact details, treatments, and costs, etc. This is expected to provide visibility and transparency to treatment costs for validating insurance claims submitted by beneficiaries. Enable future tariff fixing of treatments to standardise healthcare costs in the country.

- Streamline the health insurance process to speed up insurance claims settlement and handling of fraudulent claims

- Build global visibility of Indian healthcare facilities, services and capabilities for international patients

- Enable interoperability with other GS1 Healthcare registries

- Enable greater analytical and reporting to drive decision making by various stakeholders in the healthcare insurance industry

ROHINI allows hospitals to register and update information, broadcast address or contact information changes with a simple click to all stakeholders associated with them.

Future plans include facilitating national, state and regional level analytical reporting on healthcare aspects like geography based trends, patterns of disease occurrence, cost patterns, etc.

Data Kart

Government Sector

Ministry of Micro Small and Medium Enterprises (MSME)

GS1 India continued its active engagement with the Ministry of MSME to promote the use of global best practices and standards in barcoding for registered SSI companies.

Promotional standees were created and prominently displayed at several MSME offices to create awareness on GS1 barcodes and its benefits. A new brochure on the benefits of barcoding and financial assistance scheme for barcoding offered by MSME was prepared.

Standee along with the brochures were displayed at the MSME booth at the 35th India International Trade Fair (IITF) organised by India Trade Promotion Organisation. The Trade Fair attracted over 5,000 small and medium businesses from across the country.

Throughout the year, special workshops on barcode implementation were conducted at MSME offices in Delhi, Ambala, Mumbai, Bengaluru, Mysuru, Hyderabad, Vijaywada, and Mohali, among others.

Data Kart

Spices Board's 'e-Chilli Bazaar'

The Spices Board launched an e-commerce portal 'e-Chilli Bazaar' with a traceability module using GS1 standards.

The portal is an integrated platform that facilitates visibility and exchange of information of Chilli from harvesting, growing, to trading. The objectives of the portal are to:

- Provide information to farmers on global agricultural best practices
- Facilitate commerce between buyers and farmers directly
- Enable traceability and visibility on the yield produced and traded

To enable traceability and create credibility of the farm produce, backward linkages from exporters to the farm level are necessary.

For this, all farms in the e-Spice Bazaar are identified with a unique Global Location Number (GLN) and all consignments shipped are identified with a unique Serial Shipping Container Code (SSCC) providing the foundation for traceability. More than 50,000 GLNs are expected to be utilized by the completion of this project.

Use of GLNs and SSCCs enables all trading partners – manufacturers, transporters, pack houses, retailers, etc. to have the required traceability information by linking the flow of information to physical products.

e-Chilli Bazaar, was launched in May 2015 coinciding with the crops harvesting season and involved about 1,000 farms from the Guntur region, which accounts for about

46% of the total production in India. With this implementation, farmers also have the ability to link with other global registries like the United Nation's Blue Number platform by leveraging the farm's Global Location Number (GLN).

Spices Board will be extending this traceability project to all major spices that have a global demand and are exported from India.

Breakthrough in Defence

 India is amongst the first few countries to engage with the Defence sector for the implementation of RFID technology using GS1 standards.

Earlier this year, a MoU was signed with the Central Ammunition Depot, Nagpur for consultancy services for RFID tagging/barcode labelling of its ammunition inventory. This implementation will enable accurate real-time tracking of inventory, expiry management, and reconciliation of actual inventory with its electronic records.

Consumer Protection Act 2015

The Consumer Protection Bill 2015 introduced in Parliament stipulates the use of unique and universal product identifiers (GTINs) on consumer goods, to prevent unfair trade practices and protect consumer interests. This stipulation has been a result of GS1 India's engagement with the Department of Consumer Affairs for the past several years.

Data Kart

Food Safety Regulations 2015

GS1 product identifiers – GTINs – have been included in the draft Food Safety and Standards (Food Recall Procedure) Regulations 2015 issued by the Food Safety and Standards Authority of India (FSSAI) in May 2015.

New Delhi Municipal Council

All birth and death certificates issued by the NDMC are identified with unique GS1 Global Document Type Identifiers (GDTI) encoded in barcodes. With this implementation, details printed on the certificates can be authenticated by scanning the barcode on the certificate and retrieving the information from an online database maintained by the NDMC.

South Delhi Municipal Corporation

The South Delhi Municipal Corporation has implemented the use of GS1 standards encoded in barcodes for uniquely identifying all Trade License Certificates etc., issued by them. This helps them authenticate fake and genuine certificates.

Karnataka State Organic Certification Agency

The Karnataka State Organic Certification Agency implemented GS1 standards to uniquely identify certificates issued to organic farms in the region.

Data Kart

Transport & Logistics Sector

Delhi-Mumbai Industrial Corridor

All shipping containers in the new Delhi-Mumbai Industrial Corridor that is being built will be tagged with EPC-enabled RFID tags.

This multi-modal High Axle Load Dedicated Freight Corridor (DFC) between Delhi and Mumbai, will cover an overall length of 1,483 km and pass through six States - U.P, NCR of Delhi, Haryana, Rajasthan, Gujarat and Maharashtra, with end terminals at Dadri in the National Capital Region of Delhi and Jawaharlal Nehru Port near Mumbai.

With this implementation, exact location of every shipping container can be tracked as they transit between Mumbai and Delhi via rail, road or ship. This will enable efficient mobilization of containers in the region, greater visibility/transparency at all times and improved customer service.

Tracking Commercial Railway Wagons across India

A MoU was signed with the Centre for Railway Information Systems (CRIS) for the adoption of GS1 EPC-RFID standards for tracking commercial rail wagons across India. CRIS is an autonomous organisation under the Ministry of Railways, responsible for developing and managing IT applications for the Indian Railways.

The implementation is estimated to be completed in about five years and is expected to bring several benefits to Indian Railways and its customers, such as greater visibility, efficient rail wagon tracking and automation of rail logistics processes, improved safety, and customer service.

Data Kart

Solution Provider Program

GS1 standards have been widely implemented between trading partners in Supply Chain and Logistics processes to facilitate streamlined movement of goods/supplies and related electronic information flow.

While GS1 India directly supports several key implementations, it also provides guidance to Industry through solution providers.

Due to increasing demand from its subscribers across the country for such guidance, we enlarged our solution provider program to include additional categories of solution providers covering Authentication, Online Printing and System Integrators.

Categorizing solution providers by their services also makes it easy for our subscribers to select the right solution provider based on their requirements.

Active engagement with the AIDC (Automatic Identification and Data Capture) solution provider community to promote the use of GS1 standards continued by offering training programs and meetings throughout the year.

GS1 India was invited to present at the AIDC 2015 Summit, a national event organised by the AIDC Technologies Association of India. GS1 India presented on new growth areas and current global trends. Over 150 people attended this highly interactive session.

Data Kart

Marketing Communications

Keeping with current marketing trends we enhanced our digital marketing capabilities. Email marketing tools were used to continually communicate with our subscriber base. An online demo video was created to support DataKart implementation, which resulted in fewer phone queries received from subscribers.

Online direct mailers were created targeting sectors such as, Cosmetics, Dairy, Bread & Biscuits, Online Commerce, Agarbatti, Electricals, and Apparel, etc., which helped with generating leads for the Business Development team.

A special report on *Combating Counterfeits Using Global Standards and Technology*, was prepared as part of the CII National FMCG workgroup. The report was released at the CII FMCG Summit.

A new brochure to promote MSME financial assistance scheme for barcoding and promotional standees were developed. An entire chapter on Traceability & Recall was published in the India Food Report, a publication by the Images Retail Group.

A video on Delhi State Excise's alcohol tracking project, which uses GS1 standards for authentication and track & trace, was developed.

Events

We participated in several events to build awareness on GS1 standards and its many applications/benefits. Some of the events included:

- FICCI Massmerize
- CII Food Safety & Quality Summit
- CII FMCG National Summit
- CII National Retail Summit
- CII conference on Role of Technology in Logistics and Supply Chain
- eTailing India Expo
- India & Sustainability Standards International Dialogues & Conference
- 15th Global Mindset Conference with Punjab Haryana Delhi Chamber of Commerce & Industry (PHDCCI)
- FICCI's Interactive Session on Illicit Markets – Impacting the Indian Growth Trajectory
- FICCI CASCADE International Conference on Illicit Trade – Threat to National Security & Economy
- AIDC Summit

GS1 India Leadership Team

Ravi Mathur, Chief Executive Officer

S. Swaminathan, Chief General Manager, Business Development

Vinay Gupta, General Manager, Finance & Administration

Bijoy Peter, Deputy General Manager, Technical

Varsha Anand, Deputy General Manager, Marketing Communications

Staff Training

Training programs by professional trainers were provided to GS1 India employees as part of our continuous efforts to upgrade their skill sets.

Training programs on how to optimize sales by understanding customer needs and using Consultative Selling Skills, and insights of Retail Industry business processes were provided.

DataKart

Global Priorities

GTIN Allocation Rules

GS1 engaged with broad industry group in a comprehensive study of the GTIN Allocation Rules, results were analysed, and a full Business Case for change was published.

Four major actions were identified that had broad support. The first three actions were submitted into the Standards Development process as the Unique ID-GTIN Management work, while the fourth action has been considered as part of a separate work stream called UniqueID-Variant Data Sharing.

Significant progress was made on each of the three main topics of focus - Simplified

GTIN Rules, Assortments, and GTIN Reuse. These new rules are expected to be reviewed and finalised in the first quarter of 2016-17, and will be submitted for Community Review (the next step in the Standards Approval Process).

Once the Rules are submitted for review, the team will work to complete the "guidance/decision process" work and the GTIN Re-use recommendation for publication soon after.

Old GTIN Allocation Rules

Old GTIN Allocation Rules that required GTIN change

Old GTIN Allocation Rules that did not require GTIN change
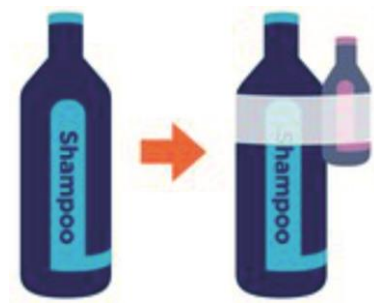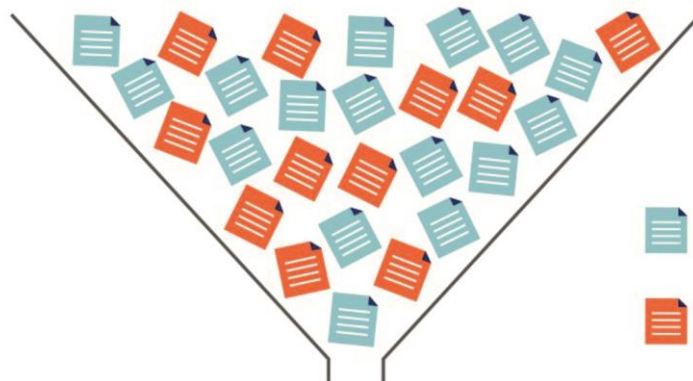
New GTIN Management Rules

Decision-Support Tool

An industry guideline that is authored from a business perspective and that includes a clear decision process to bring clarity to GTIN management for industry

Data Kart

GS1 Key Authentication Service

Based on feedback received from the retail and online commerce communities, GS1 will be providing a global Authentication service that can provide basic Key Authentication. Two levels will be provided under this service. Level 1 Authentication would provide GCP validation of a GTIN. This foundational first step in authenticating company information based on a GCP will help retailers (both online and offline) to better support their product listing processes. Level 2 Authentication would provide full GTIN validation i.e. provide complete product data associated with a GTIN.

A six week Phase 1 pilot (for a small but representative group of MOs) will be conducted. GS1 India will be one of the pilot participants. Pilot participants will evaluate the pilot service based on specific KPI measures of performance and value. Feedback from pilot participants will drive final business requirements and a functional specification after the six week pilot. The Global Level 1 Authentication Service is expected to be operational by December 2016.

GS1 SmartSearch

Today 70% of sales are influenced by information on the Internet and ecommerce sales continue to grow significantly across all product categories around the world. However, it is challenging for companies to make product information visible across the web, particularly through search engines. This is because current web pages have incomplete and unstructured product information.

To overcome this challenge, GS1 has developed the new GS1 SmartSearch standard. This standard offers a way for web developers to include standardised and structured product information in web pages so that it is usable by search engines. GS1 SmartSearch makes use of the universal GS1 barcode number already used by manufacturers and retailers, as well as other GS1 standards. The benefit of using this standard is increased sales through:

- More relevant search results
- More detailed and accurate product information displayed in search results

Google found that providing GTINs in product data feed increases the likelihood that offers are matched to the Google Shopping product catalogue. This helps Google surface relevant, accurate results on Google Shopping; in fact, early experiments indicate that offers matched to the catalogue receive up to 40% more user clicks than those that do not.

Project Imagine

Until now, the GS1 Healthcare strategy has focused on enabling suppliers to use GS1 standards, as well as engaging with regulators and governments. The implementation of GS1 standards by healthcare providers such as hospitals and retail pharmacies has generally been unregulated, which has led to low levels of adoption.

Yet, as regulations, costs and the need to better care for patients have accelerated, so has the need to focus on healthcare providers. To help focus efforts on healthcare providers, using GS1 standards for the benefit of patients, Project Imagine has been created.

Project Imagine aims to engage healthcare providers and patient advocacy

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organisations in order to foster greater understanding of GS1 standards and their benefits, particularly in an environment of increasing patient empowerment, the need to manage healthcare costs, reduce the risk of error and reduce overall inefficiencies. The outputs of Project Imagine are tools and methodologies for GS1 MOs to effectively engage healthcare providers—from creating awareness and interest about GS1 standards to implementing and using our standards for the benefit of their operations and patients.

GDSN Major Release 3

GDSN Major Release 3 is the most significant change since the Global Data Synchronisation Network (GDSN) was launched in 2004. It is fundamental for enabling Omni-channel, facilitating the addition of many new data attributes and integrating other sectors on top of CPG. It is a technical change and it is complex as it requires all GDSN users, more than 30,000 to change their interface with GDSN. The change does not allow users to continue operating with the old release. The change is expected to go live by May 2016.

GLEIF

As a board member of the Global Legal Entity Identifier Foundation (GLEIF), Mr. Ravi Mathur, CEO GS1 India, continues to actively participate in board meetings and strategic discussions. Established by the Financial Stability Board in June 2014, GLEIF is a not-for-profit organization created to support the implementation and use of the Legal Entity Identifier (LEI).

GLEIF manages a network of partners, the LEI issuing organizations, to provide trusted services and open, reliable data for unique legal entity identification worldwide. GLEIF services ensure the operational integrity of the Global LEI System.

The LEI data is made available free of charge to any interested party on the GLEIF website. It is the only online source providing open, standardized and high quality legal entity reference data with the potential to capture any entity engaging in financial transactions globally.

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Looking Ahead

Our primary focus will be the launch of DataKart Premium service and getting retailers/e-tailers to use it and to direct their suppliers to upload product information through this platform. We expect DataKart to revolutionise product data exchange between retailers/e-tailers and suppliers/brand owners.

Efforts will continue to be made with FSSAI to promote the adoption of GS1 global standards in their food recall portal. Such an implementation would help improve food safety management in the country.

Advisory and implementation support would be provided to the Central Ammunition Depot, Nagpur, for their EPC-RFID project. Similar support would also be provided to

CRIS and Indian Railways in their rail wagon tracking implementation.

Implementation support will be provided through webinars and workshops to Industry in adoption of GS1 barcodes. Solution Provider alliance program will be further strengthened through new collaborations and engagements.

We'll align our GTIN Validation service offering with GS1's Level 1 Authentication Services to ensure a global offering from GS1.

As the member of the GS1 Global Advisory Council and the GS1 Global Management Board, we will continue to be actively engaged in providing key inputs and thought leadership in the development of GS1 global plans.

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- (TBD) **Coca-Cola** (Vice-Chairman)
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- Rakesh Biyani, Joint MD, **Future Retail**
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- Daniel Myers, EVP-Global Integrated Supply Chain, **Mondelēz** Int'l.
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- Joseph Phi, President-LF Logistics, **A Li & Fung Co.**
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- Steve Schuckenbrock, CEO, **CROSSMARK**
- N. Arthur Smith, CEO, **GS1 Canada**
- Eric Tholomé, Product Management Director, Google
- Jørn Tolstrup Rohde, Sr. VP-Western Europe & Member-Exec. Committee, **Carlsberg** Group
- Mark Wagner, President-Business Operations, **Walgreens**
- Lin Wan, Sr. VP-Cainiao (**Alibaba** Group)
- Kathryn Wengel, Worldwide VP & Chief Supply Chain Officer, Management Committee Member, **Johnson & Johnson**
- Chenghai Zhang, CEO, **GS1 China**

A History of Standards

1973

Industry leaders in the United States select a single standard for product identification (the Universal Product Code) over seven other options. This barcode is still in use and known today as the GS1® barcode.

1974

The Uniform Code Council (UCC) is established in the US as a not-for-profit standards organisation (GS1 US). On 26th June, a pack of Wrigley's gum becomes the first product to be scanned with a GS1 barcode in a Marsh supermarket in Ohio, United States.

1976

Based on the original GS1 barcode, a 13th digit is engineered, allowing the identification system to go global.

1977

The European Article Numbering (EAN) Association is established as an international not-for-profit standards organisation (GS1). With a head office in Brussels, Belgium, the EAN Association has 12 founding Member Organisations from European countries. Together, they launch the GS1 identification system to improve supply chain efficiency in the retail sector.

1983

GS1 Standards expand beyond point-of sale consumer units with ITF-14 barcodes for outer cases.

1989

GS1 Standards expand to logistics units with GS1-128 barcodes. These barcodes include GS1 Application Identifiers, which encode more detailed product information. GS1 takes the first step into eBusiness with the original version of the EANCOM Manual, an international standard for Electronic Data Interchange (EDI).

1990

The UCC (GS1 US) and EAN International (GS1) sign a cooperative agreement formalising their intent to co-manage global standards. With this agreement, GS1 has presence in 45 countries.

1995

GS1 expands the use of GS1 Standards in the healthcare sector with the first Healthcare Collaboration Project.

1996

SC31, the International Organisation for Standardisation's committee for automatic identification and data capture standards, is launched, signifying international cooperation around the development and use of new standards.

1999

The Auto-ID Centre at the Massachusetts Institute of Technology is launched, leading to the development of the Electronic Product Code™ (EPC®). Specifications for the GS1 DataBar™ (a reduced space symbology) are approved.

2000

At the start of the new millennium, GS1 has presence in 90 countries.

2002

The Global Standards Management Process (GSMP) is launched, providing a global forum for GS1 members to discuss and establish new standards-based solutions for their businesses.

2003

GS1 forms EPC global and initiates the development of the EPC global architecture and standards. The GS1 DataMatrix (the first two dimensional symbol adopted by GS1) is approved.

2004

GS1 publishes the business message standards (using XML) and the first standard for Radio Frequency Identification (Gen2). The Global Data Synchronisation Network (GDSN), a global, internet-based initiative that enables trading partners to efficiently exchange product master data, is launched.

2005

The new name for the organisation, GS1, is launched worldwide.

2007

The World Customs Organisation and GS1 sign a Memorandum of Understanding, agreeing to support and encourage the harmonisation of standards in the customs sector. GS1 enters the world of Business-to-Consumer (B2C) solutions. The aim is to provide open standards to link product information with consumers and businesses through mobile devices.

2011

GS1 expands its offerings with the publication of the GS1 QR Code.

2013

With presence in 111 countries, GS1 clelebrates 40 years of the Gobal Language of Business.

For over 40 years, GS1 has been bringing industries together to revolutionise the way they do business.

GS1 standards transform the way we work and live

We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable exchange of trusted product data between businesses and empower consumers to make more informed choices.

We empower businesses to grow through higher efficiency, productivity and facilitate compliance with product safety, sustainability and security requirements for greater consumer protection.

Setting standards for now and the future

GS1 standards have provided a common foundation for businesses since the first barcode was scanned over 40 years ago. Our standards now play their part around the world and around the clock – from scanning supermarket groceries or buying a CD online, to locating equipment in a hospital quickly enough to save a life. In fact, there are over 5 billion successful scans of a GS1 barcode every single day. What's more, we make a difference for over 2 million members worldwide – enabling enhanced efficiency, safety and sustainability for a wide range of businesses and their customers.

Our globally recognised open standards help our subscribers operate in the value chain irrespective of their size. And as the landscape adapts to changing technology and globalisation, we evolve our standards too, so that we can support our subscribers as they develop and grow.

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