



Celebrating 25 Years of Trust & Collaboration



Who We Are?

GS1 India is a not-for-profit standards organisation set up in 1996 by



Government of India
Ministry of Commerce and Industry



Vision

To create a world where every product has a unique identity, which enhances visibility in the supply chain.



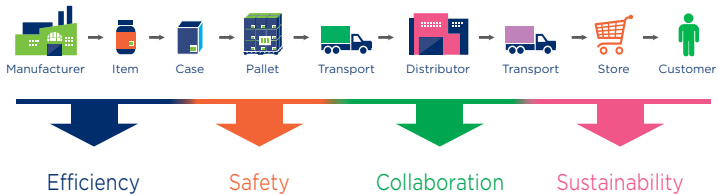


Mission

We support businesses uniquely identify products, locations, and share information in a structured and standardised manner. Our standards-based services & solutions enable digital transformation and enhance supply chain efficiency.



GS1 develops the most widely used supply chain standards in the world.





The GS1 System of Standards enables **Identify**, **Capture** and **Share** of information about products, locations, documents, etc., which makes it possible for companies to connect with each other and make their supply chains visible.



IDENTIFY



CAPTURE



SHARE



Application of **GS1** Standards

**BILLING AT
POINT OF SALE**

**PRODUCT
AUTHENTICATION**

**COUNTERFEIT
DETECTION**

**TRACK &
TRACE**

**REAL-TIME STOCKS
MONITORING**

**PRODUCT
RECALL**

**ONLINE
SELLING**

SUSTAINABILITY

GS1 has over two million users
across various sectors.



GS1 India serves companies of all sizes.

The beep of the GS1 barcode is heard more than 6 billion times a day, around the world.



What we do?



GS1 India helps Indian industry adopt global standards in their supply chains to enhance efficiency and profitability.



MILESTONES







1998

The Canteen Stores Department is one of the early adopters of GS1 barcodes (EAN codes) to manage their inventory and Point-of-Sale billing.





MILESTONES

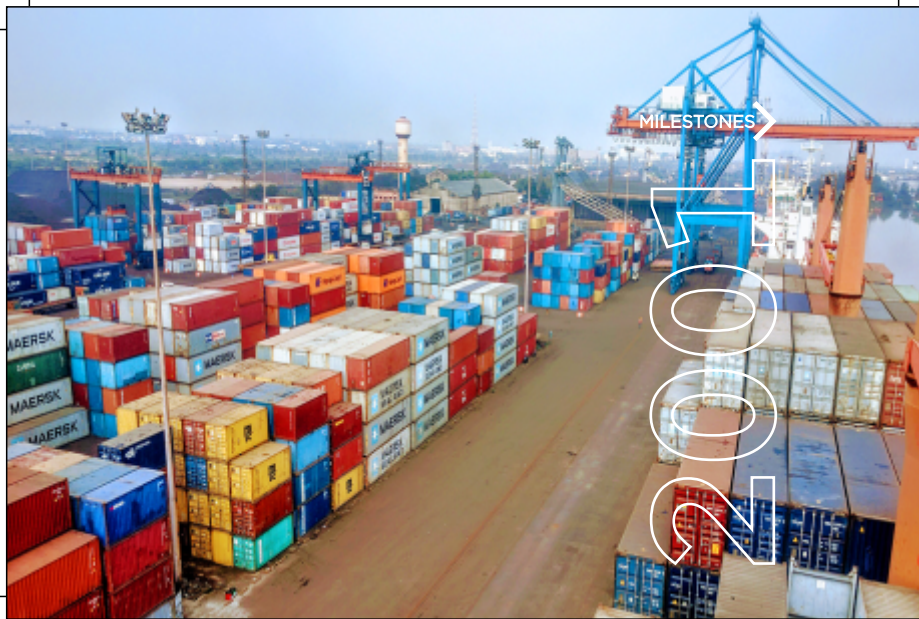
1961



1999

GS1 India was instrumental in setting up ECR India, which started an era of collaborative commerce aimed at working together to serve consumers better, faster, and at reduced costs.





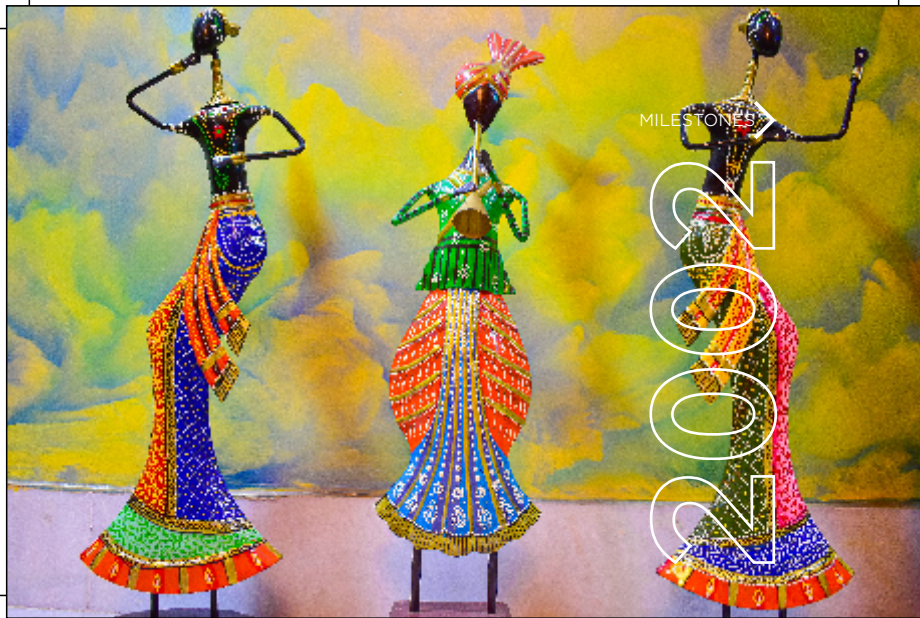


2001

To enhance the brand value of Indian products,
Directorate General of Foreign Trade (DGFT)
incorporated barcoding in the EXIM policy.

MILESTONES

2020





2002

To increase the market reach for SMEs and help them penetrate in modern trade retail, Ministry of MSME introduced a financial assistance scheme for barcoding.



सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES



MILESTONES >

2021



2004

Shoppers Stop, Arvind Mills, Madura Garments
and Pyramid Retail migrated to GS1 barcodes for
selling through modern retail outlets.



MILESTONES >

2005



2005

GS1 India registered the trademark for its
barcode prefix number 890 to ensure protection
from misuse and infringement.



**INTELLECTUAL
PROPERTY INDIA**

Patents | Designs | Trademarks
Geographical Indications








2006

With the emergence of modern trade retailing,
Reliance Retail, Big Bazaar, More, and Spencers
Retail endorsed source marking of GS1 barcodes
on products for POS scanning.





MILESTONES >

2017



2007

Agricultural and Processed Food Products Export
Development Authority (APEDA) implemented
GS1 standards based traceability system for
grape exports.

MILESTONES >

1
1
2





2011

Directorate General of Foreign Trade (DGFT)
issued directive to pharma exporters to
implement track & trace based on GS1 standards.



MILESTONES

2014



2012

Delhi State Excise Department rolled out Excise Supply Chain Information Management System (ESCIMS) based on GS1 standards for detecting counterfeit through liquor traceability from manufacturing to the Point of Sale.

MILESTONES >

2015





2013

National Skill Development Corporation (NSDC)
implemented Global Document Type Identifier
(GDTI) for unique identification of skill
certificates.





MILESTONES➤

2021



2013

IHMCL (Indian Highways Management Company Limited) adopted GS1 asset identifiers (GLAI) in EPC/RFID tags for electronic toll collection.



Ministry of Road Transport & Highways
Government of India

MILESTONES >

41
202





2014

NIFTEM, a world-class food technology and management institution, introduced GS1 modules on food safety and traceability standard in its under graduate and post graduate programs.

MILESTONES >

2014





2014

Reliance Digital and Myntra are early adopters of
GS1 barcodes for product identification on their
e-commerce platforms.

MILESTONES➤

2021



snapdeal



2015

Launched GTIN Validation service to enable e-commerce companies clean up their product item master and ensure enhanced data quality.

MILESTONES >

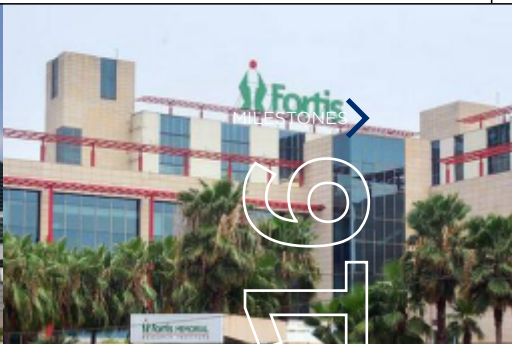
2015





2015

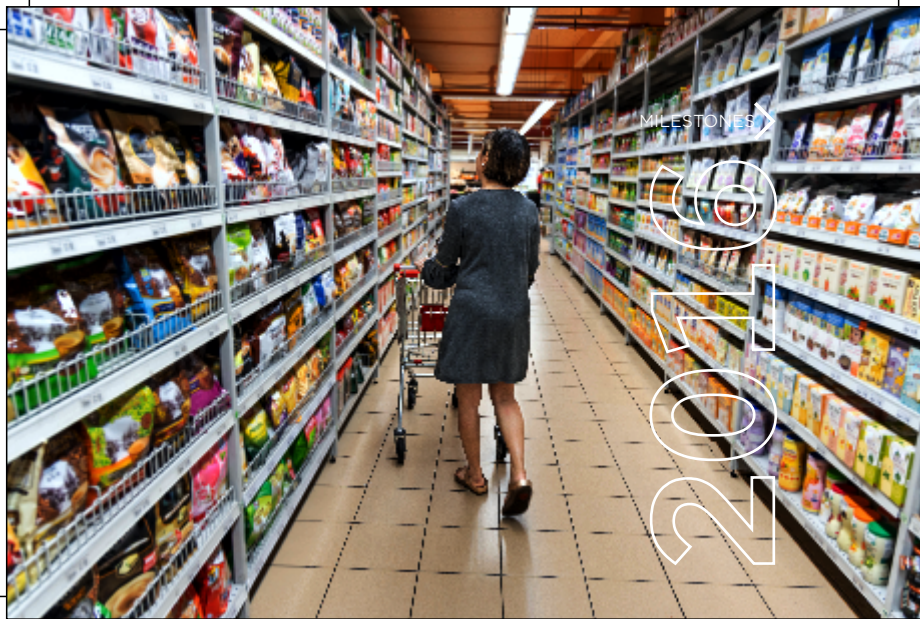
GS1 India facilitated setting up eSpiceBazaar platform, which is aimed at ensuring traceability of Indian spices in exports and farm identification using GS1 standards.





2016

GS1 India conceptualised and developed ROHINI for IIB, as a registry for identification of each hospital/day-care center, to ensure faster processing of insurance claims.



MILESTONES

2021



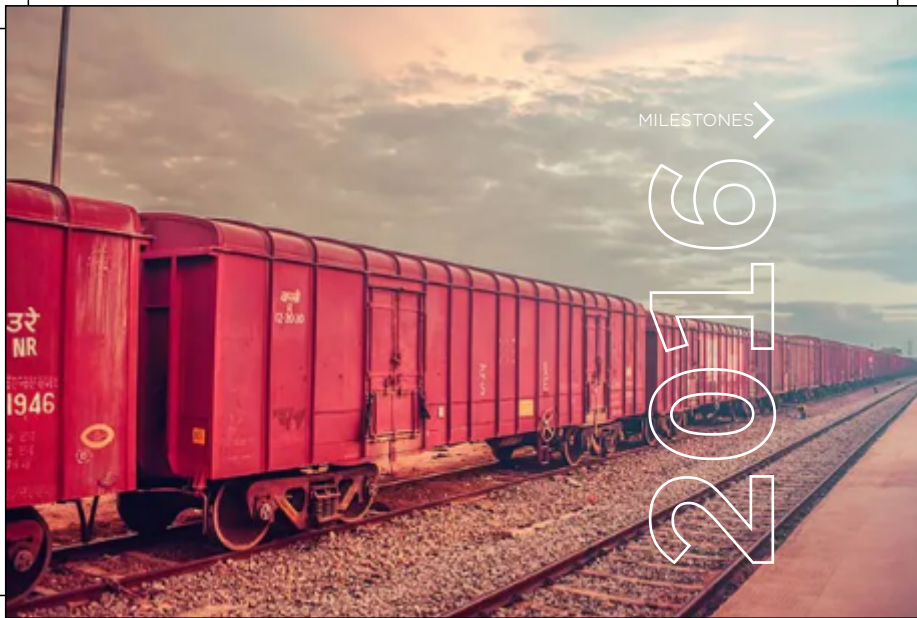
2016

DataKart launched to streamline product data management and sharing between brand owners and multiple stakeholders (retailers, online marketplaces & Regulators).



MILESTONES➤


2016





2016

Centre for Railway Information Systems (CRIS)
implemented GS1 standards for identification
and traceability of rail wagons using
EPC/RFID tags.







2017

Indian Army initiated implementation of standards to enhance inventory visibility & management of ammunitions.

MILESTONES >

NEON





2017

Ministry of Health and Family Welfare issued
directive for unique device identification of
medical devices approved for manufacture for
sale or distribution or import, with effect from
1st January 2022.

MILESTONES >

2019





2019

GS1 India became an early adopter of Verified by
GS1, global repository, for product data
validation by retailers & online marketplaces.

MILESTONES >

2021





2019

GS1 India set up the National Industry Forum for
Retail, a platform for collaboration, networking
and sharing best practices between
trading partners.



MILESTONES ➤

2019



2019

Indian Army adopted GS1 standards for ensuring
freshness of dry and frozen food, based on
FEFO principles.





2019

GS1 India facilitated the NITI Aayog blockchain pilot aimed at ensuring authenticity of drugs across various stakeholders.



MILESTONES >

2021

ISO 27001





2021

GS1 India achieved ISO 27001:2013
certification, the most widely recognised
international standard outlining best practices for
Information Security Management System.







2021

DataKart Centre of Excellence setup in
collaboration with Midas Labs at IIIT Delhi, to
develop AI and ML-based tools for improving
product data quality.



MILESTONES >

2021

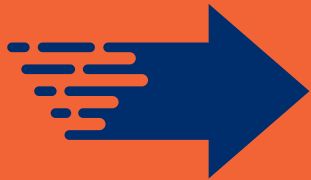


2021

GS1 India launched Digital Link service (QR code)
to support pesticide manufacturers comply with
the notification issued by the Department of
Agriculture & Farmers Welfare.



and the journey
continues...







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