Revolutionizing the way we exchange product data

Dear Supplier,

Our organisations currently struggle to collect reliable, up-to-date information on thousands of consumer products we sell. Accurate product information is essential for business processes related to merchandise ordering, supplies receipts, pianography, FIFO management, stock monitoring, new product introductions, promotions, etc.

Omni-channel retailing and online shopping is the norm today. Regulatory compliance requirements and consumer expectations around product information on health & wellness, quality & reliability, etc., are also increasing. These demand detailed product attribute information along with product images to maintain an accurate product item master and to run successful retail operations.

Unfortunately, the data sharing process between us is manual and error prone. Significant time and effort is spent in filling and sharing different product data sheets with each retailer. Despite which, important updates on MRP, product status, EAN/UPC changes, etc., are not communicated or recorded by retailers on time. This leads to wrong despatches, poor fill rates, increased stock inward time, and wasted time on reconciliations.

To address these issues, we intend to use GS1 India’s DataKart service. GS1 India is a Standards body, set up by the Ministry of Commerce & Industry, Government of India, along with CII, FICCI, ASSOCHAM, FIEO, IMC, BIS, Spices Board, APEDA, IIP.

DataKart functions as a single platform connecting all suppliers and retailers/e-tailers to exchange and access up-to-date, complete and accurate product data.

Benefits for suppliers in using DataKart include:

- Automated generation of EAN/UPC codes
- Product information once uploaded can be shared with multiple retailers/e-tailers in one go
- Reduced go-to-market time for new product launches
- Effective product promotions through retailers/e-tailers
- Single reliable repository of product information on compliance labelling, product marketing, logistics and more
- Confirmation that retailers/e-tailers have noted and acted upon new product introductions, promotions, deactivations, MRP & product changes
- Promotion of products directly to consumers through ‘Smart Consumer’ mobile app of the Ministry of Consumer Affairs.

Given these benefits, we request all our suppliers to upload and share product attribute information and product images for all new product introductions and product changes through DataKart.

To get started, contact us or GS1 India at datakart@gs1india.org or +91 (11) 42890833.

Sincerely,

Sadashiv Nayak  
Neville Noronha  
Suraj Prakash  
Mohit Kampani  
Satya K Srivastava

Ashwani Kumar Sharma  
Saurabh Mehrotra  
Seshu Kumar  
Rajeev Krishnan  
Ramesh Menon

Jamshed Daboo  
Dharmender Maiti  
Rahul Das  
Aman Mittal  
K Radhakrishnan

future group  
D-Mart  
H玛  
Spar  
Hyper City

Walmart India  
Metro  
SK Bajaj  
Value Bazaar  
Grosremex