What do agarbatti 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 consumer safety related product information (sustainability, toxicity etc.)
- Provides information on other available product variants
- Helps in product promotion and new product launches directly to consumers

where provided by brand owner through DataKart service of GS1 India

Are you losing business from leading retail chains?

One major reason could be the absence of GS1 barcodes on your products.

Using barcodes help:

- Get priority in listing with retail chains, thus enhancing your sales opportunity
- Your products become shelf-ready for retail chains
- Enable retail chains to speed consumer billing
- Your products become easier to upload and list by online shopping portals (Flipkart, Amazon, Snapdeal, Big Basket etc.) opening more sales channels for your products

What do GS1 barcode users have to say?

"GS1 barcodes instil consumer confidence in our products and help give our product the same look & feel as a national brand."

Pratik Shah, Proprietor
Jain Incense Corporation

"In businesses like ours where there is so much competition, we get priority to list our products with retail chains because we use GS1 barcodes. We are also able to get our products on retail shelves faster as retailers don't have to sticker barcode labels on our products at their end, which sometimes takes 2 to 7 days."

Kishore J Mehta, Partner
Elite Agarbathi Works

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!

Delhi
T +91(11)26168720
E info@gs1india.org

Mumbai
T +91(22)28576516
E info.mumbai@gs1india.org

Bangalore
T +91(80)23405552
E info.bangalore@gs1india.org