



“Last year my products were available on retailer shelves well before the start of the Diwali season. This happened since I supplied GS1 barcoded products to my buyers.”

Candle supplier

“By using GS1 barcodes, my waiting time to list my products on a leading e-commerce website was reduced by 4 weeks.”

Dry fruit supplier

Sell more products this festive season by using GS1 barcodes

Selling through multiple channels is a reality today. In addition to retail stores, increasing number of online shopping websites offer a huge opportunity for selling your products, especially during festive seasons. Yet, many of you are not able to take advantage of this opportunity because your products are not web or shelf ready.

For example, when your products do not have GS1 barcodes, a retailer needs to spend the additional time and effort to generate a unique product code, add it to his item master and affix a barcode label on each product so it can be scanned at billing.

This becomes a major issue during festive seasons in particular with huge product stocks from thousands of suppliers. This was confirmed in a survey conducted by us recently across key retail chains in the country.

Online shopping portals too face similar challenges since they need a unique product code to add your products to their e-product catalogue. This takes them on an average up to 4 weeks to do.

Chances are, by the time retailers/e-tailers are web or shelf ready with your products, the festive season is over.

Avoid this loss of sales opportunity get your GS1 barcodes today. Call us at 011-42890890 or email crm@gs1india.org.