

e-Catalogue & Imaging

Enhancing Product Visibility & Sales



In today's world, enhanced visibility of your products on retail shelves is essential to draw consumers' attention and help them make purchase decisions.

With the rapid proliferation of e-commerce, this becomes even more important since shoppers depend only on what they see on shopping sites. This demands high quality and multiple product images with detailed product information, that is, up-to-date and authentic.

However, capturing all this information, including images of hundreds and thousands of products can be challenging, time-consuming and costly.

GS1 India offers e-Catalogue & Imaging service - a convenient, 'one-stop solution' for manufacturers and suppliers to meet all their product cataloguing and imaging needs, whether they want to sell their products online, in stores, or both.

Digital images and product attribute information, captured through GS1 India's e-Catalogue & Imaging service, conform to GS1 Product Image Specification Standard & GS1 Package Measurement Rules, which are used by leading retailers and online shopping sites worldwide.

Once captured, product data and images can be uploaded to GS1 India's DataKart that allows manufacturers and suppliers to share them with retailers and online shopping sites in an automated manner and in real time.

For DataKart users, product information and images will be uploaded directly into their account for immediate access by trading partners.

e-Catalogue

- Product attributes
- Dimensions
- High quality images



Mobile shopping

Benefits to suppliers/manufacturers

- One-stop shop for all cataloguing requirements
- Reduced rejections, revisions, and delays, since data gets captured in a structured and consistent manner
- Direct upload of product information and images into your DataKart account
- Ensures high product visibility on retail shelves
- Product images captured through this service can be readily used for product promotions through the web, in-store displays, social media, and more



Service options:

Number of products/SKUs	e-Catalogue* (Unit price)	Imaging** (Unit price)
Up to 25	₹443	₹295
Between 26 and 50	₹413	₹266
More than 50	₹354	₹236

* Includes capturing of product images, attributes and dimensions.

** 4 images per product provided in 1024 x 1024 pixels using high-end light and camera equipment.

Cost mentioned is inclusive of GST @ 18% and may change with tax changes.

Physical products need to be sent to GS1 India office to enable data capture and generation of high-quality product images. Select office location nearest to you.

Delhi

330, 2nd Floor, 'C' Wing
August Kranti Bhawan
Bhikaji Cama Place
New Delhi 110066

T 011 - 2616 8720

Mumbai

1403, Parinee Crescenzo Building,
Opp. MCA Ground, G-Block,
Bandra Kurla Complex
Bandra(E), Mumbai - 400051

T 022 - 2857 6516

Bangalore

C/o Kassia Bhawan
3rd Floor, 2/106, 17th Cross
Magadi Chord Road
Vijayanagar, Bangalore - 560040

T 080 - 2340 5552

For more information visit, <http://gs1india.org/content/e-catalogue-imaging> or email datakart@gs1india.org.

About GS1 India

A Standards organisation set up by CII, FICCI, ASSOCHAM, FIEO, IMC, BIS, Spices Board, APEDA, Ministry of Commerce and Industry, IIP.

