**GS1 India**

GS1 India is a global standards organisation set up by the Ministry of Commerce and Industry along with CII, FICCI, ASSOCHAM, FIEO, IMC, BIS, Spices Board, APEDA and IIP. It is an affiliate of GS1®, a global standards organisation, headquartered in Brussels, which oversees operations of 115 GS1 member organisations across the world.

GS1 develops standards that enable unique identification, capture and seamless exchange of product information from point-of-origin to point-of-sale or dispensation. Most commonly, GS1 standards are used in barcoding of consumer items which enables important applications such as faster checkout at POS, product authentication, track & trace, product recall, real-time stocks monitoring, online selling, efficient cross border trade etc.

#### GS1 India helps Indian Industry in adopting global GS1 standards in their supply chains to enhance efficiency and profitability. When industries use GS1 standards, consumers benefit from enhanced product availability, safety & security and making better purchasing decisions whether shopping online or offline.

GS1 India also facilitates seamless product data exchange between brand owners and retailers/e-tailers through DataKart – the national product data repository of reliable information. This enables faster product listing, optimised planogramming, efficient trucking and warehouse management, product recall alert, compliance with statutory labelling/marking guidelines, license/certificate validation and need for additional product information to enable consumers (through ‘Smart Consumer’ mobile app) make informed purchase decision.

#### GS1 standards enhances patient safety through accurate identification and authentication of medicines & medical devices, recalls, and point-of-care scanning. Adoption by hospitals enables higher operational efficiencies, optimised asset utilisation and overall cost reduction.

[corpcomm@gs1india.org](mailto:corpcomm@gs1india.org) [www.gs1india.org](http://www.gs1india.org)