<SCORES>

**Name**: Specific name should be scored higher than general. For example, ‘Ratnagiri Alphonso Mango’ > ‘Alphonso Mango’ > ‘Fresh ripe Mango’

**Classification**: If domain, category, sub-category, brand, model is mentioned, then increasing scores.

**Compliance**: If regulatory information about manufacturer is mentioned then increasing scores. Example is FSSAI number for food, manufacturing license for drugs & cosmetics, CDSCO number for medical devices. There may be FIELD like regulatory, license, legal, compliance etc. If manufacturer is mentioned, it should count for additional score.

**Standardization**: ISO, CE, ASTM, Halal, HS Code etc. Each should bring additional score.

**Description**: This applies to fields like product description, details, more info etc. Meaningful words in description should score high. Additional score if some info is presented as bullet points. Description having 20 to 50 words should score higher.

**Price**: Certain score if price is mentioned. If price isn't mentioned or is negative, then negative score. Higher score if MRP and price are mentioned separately. Additional score if MOQ is provided.

**Packaging**: Higher score for relevant packaging size, unit measurement, net quantity, UOM etc. Also, score for the details of packaging material provided, primary & secondary packaging.

**Validity**: Higher score if any of validity, expiry, best before etc. is mentioned.

**Indication**: If information about indicated buyer or ideal consumer (e.g. kids of 2-6 year age or residents of arid region), higher score should be assigned.

**Contraindication**: If the not-suitable, prohibited, to be avoided etc. use cases or customers are mentioned, it should score high.

**Benefits**: Higher score if product benefits are provided. Highest for 3 to 5 benefits. Higher for bullet points.

**Directions**: Higher score if directions of use, direction, application method, instructions etc. mentioned. Higher score for sequential points.

**Composition**: Higher score if composition, ingredients, contents, active ingredients etc. are mentioned. Higher number of components should score high.

**Images**: Additional scores for each image, highest score for 5 to 10 images.

**Image quality**: Higher score if the images show the item (as mentioned in name or description) with focus, clarity, clean background etc. Higher score if all images are in phase and not much changing from each other except the viewing angle.

**Video**: Higher score if video is provided.

**Stores**: Score higher if store/warehouse locations are mentioned with location or pincode/zip. Higher score for additional warehouses, and for additional details like the service area, waiting period, delivery terms etc.

**Support**: Higher score if customer care contact, supplier email are provided.

**Country of origin**: Higher score if mentioned.

**Practice**: Higher score if fields like Time to Ship, Returnable, Cancellable, COD available, payment terms etc. exist.

**Is veg, organic, herbal**

Each catalogue would contain first 5 fields. Other fields may or may not exist, or they may exist with similar but other names.

L0 Domain, L1 Sub-Domain, L2 Category, L3 Sub-Category, L4 Product Enum-Code, Images, Brand, Product Name, Product Description, Product Quantity, UOM, Net Quantity, Pack Quantity, Pack Size, MRP, Price, Manufacturer, Country Of Origin, UPC/EAN, FSSAI no, Images, Image2, Video, Images.3, Images.4, Images.5, , SKU Code, Customer Care Contact, Time to Ship, Returnable (Y/N), Cancellable (Y/N), COD available (Y/N), Recommended Age, Theme/ Occasion Type, Capacity, Usage, Other details, Marketed By, Ingredients