



The Global Language of Business



Data  **Kart**

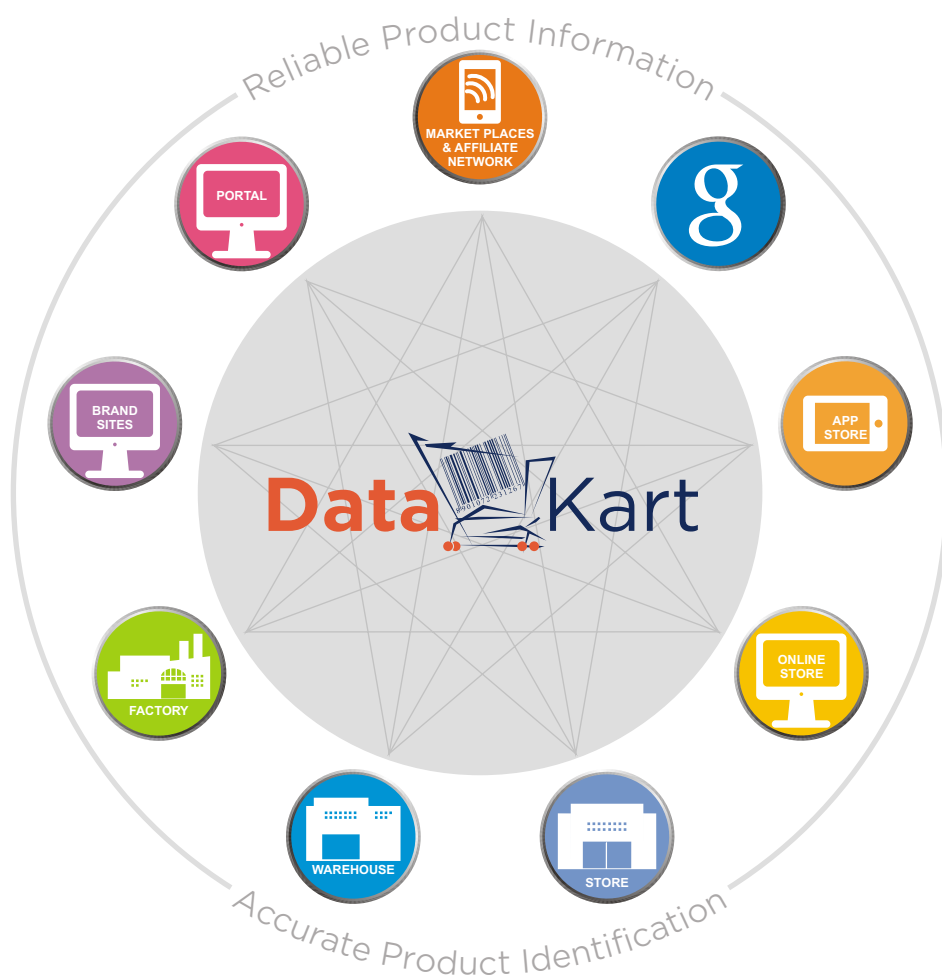
Your One Stop Shop for Reliable Product Data

Delivering Reliable Data

Today's consumer expects reliable and complete product information. Far beyond what is printed on the label. They want to know ingredients, quality, calories, recipes and more. The more information they have, higher the chances for the product to be sold.

However, in the absence of a standardised way to store and exchange both B2B (e.g. product dimensions, weights etc.) and B2C (e.g. ingredients, recipes etc.) information between brand owners and retailers, it becomes a challenging task to meet this growing demand for product data.

To address this need, GS1 India has developed DataKart - an online cloud-based service. DataKart enables seamless upload, storage and distribution of B2B and B2C information between brand owners and retailers, which can then be leveraged to meet data needs across multiple channels.



A single data source, developed based on Industry insights to meet growing demands for product related data across multiple channels.

Data Exchange using DataKart



Brand owners directly share product data with multiple retailers, in one go and retailers get structured data from all their suppliers from a single source.

Key Features

- Automatically creates unique product codes (GTINs) for all SKUs.
- Generates artwork for designing barcodes.
- Creates product sheets for each SKU.
- Shares product label information like nutritional, best before date, MRP, ingredients etc., in addition to product weight, measurements, dimensions, recipes, origin and images.
- Brand owners can restrict sharing certain product data with specific retailers.
- Directly integrates data with internal IT systems using formats like EXCEL, JSON, XML or API/Web service for machine-to machine integration.
- Retailers receive instant alerts on new product introductions, promotions and MRP changes.
- Generates reports for analytics.

Product Sheet

Basic Information

Brand Name	Shawaad
Product Name	Rajma Masala
GTIN	8901735115310
Brand Owner	ITA LTD - KOLKATA
Product Webpage URL	http://itaportal.mobi/brands-microsite/shawaad.aspx
Product Description	Shawaad Ready Meals Rajma Masala. 258G. Box.

Industry Product Classification

Category	Food
Sub Category	Prepared/Preserved Foods

Other Attributes

Nutritional Information

Energy	147 kcal
Protein	5.9g
Total Carbohydrates	17g
Added Sugar	1.4g
Total Fat	6.2g

Ingredients

Ingredients	Water, Rajma(924%), Tomatoes (7.7%), Onions (7.7%), Edible Vegetable Oil, Iodised Salt, Ginger, Garlic, Spices & Condiments (0.7%), Coriander Powder (0.5%)
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Allergen Information

Allergen Information	100% Natural. No Preservative Added.
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Storage Condition

Storage Condition	Once opened consume immediately. Store in cool & dry place.
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Regulatory Data

Fssai Lic. No.	10102043000036
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Best Before

Best Before	BEST BEFORE OCTOBER 2017
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Product Packaging and Dimensions

Product Weight	258 gm
Net Weight	258 gm
Gross Weight	258 gm

Benefits to Brand Owners



- Manage GTIN assignment for all SKU's in one place. Avoid GTIN duplication.
- Build linkage between SKU's, cartons and shipments to ensure the right SKU is dispatched in the right carton.
- Enhance efficiency in dispatch/receiving operations, optimize truckloads and warehouse management by generating carton level barcodes.
- Ensure new SKUs introduced get noticed by retailers across the country through instant product alerts.
- Avoid costs incurred in generating and designing barcode artwork.
- Save time and effort spent in preparing individual product sheets for each retailer and uploading it into individual portals or excel templates.
- Reduce time spent in updating product data for retailers on an ongoing basis.
- Eliminate retailer dependency on crowd-sourced information on your products.

Benefits to Retailers

- Access validated, quality data to meet consumer demand for more product information.
- Integrate data directly into your IT system for faster updates to your item master.
- Reduce time to list the same SKU from multiple suppliers on e-tailing websites.
- Optimize planograms and enhance merchandise visibility with dimensional data and product images.
- Manage inventory on first in first out (FIFO) basis through batch/lot number data.
- Fulfill omni-channel commerce needs with standardised, reliable and robust product data.



For more information
on the DataKart Service or to schedule a demo please call
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