

Annual Report 2014-2015



Reinventing Business for a New Era

GS1 standards transform the way we work and live

We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable exchange of trusted product data between businesses and empower consumers to make more informed choices.

We empower businesses to grow through higher efficiency, productivity and facilitate compliance with product safety, sustainability and security requirements for greater consumer protection.

Setting standards for now and the future

GS1 standards have provided a common foundation for businesses since the first barcode was scanned over 40 years ago. Our standards now play their part around the world and around the clock – from scanning supermarket groceries or buying a CD online, to locating equipment in a hospital quickly enough to save a life. In fact, there are over 5 billion successful scans of a GS1 barcode every single day. What's more, we make a difference for over 2 million members worldwide – enabling enhanced efficiency, safety and sustainability for a wide range of businesses and their customers.

Our globally recognised open standards help our subscribers operate in the value chain irrespective of their size. And as the landscape adapts to changing technology and globalisation, we evolve our standards too, so that we can support our subscribers as they develop and grow.



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Message from the President

I am pleased to present the Annual Report 2014-15 of GS1 India.

It gives me great pleasure to share the remarkable progress the organisation continues to make in the adoption and implementation of GS1 standards and services by companies across Industries. In its 20th year of affiliation with GS1 Global, the organisation has grown its subscriber base to over 14,000 companies and continues to remain highly efficient and self-sustained.

GS1 India has innovatively extended the use of GS1 standards to improve consumer safety by enabling counterfeit detection, authentication, track & trace, and product recalls across consumer products. The successful implementation that has been completed for alcoholic beverages in the State of Delhi to track and prevent counterfeits is remarkable. This project, which took over two years is now under adoption by other State Excise departments across the country.

A similar implementation for exported pharma drugs was also successfully completed. This would positively impact India's brand image as a

supplier of quality pharma drugs to the world. We are expecting this initiative to be extended domestically as well. This would facilitate detection of spurious and unauthorised medicines, leading to enhanced patient safety within the country.

GS1 India continued to engage with Industry by collaborating with various apex trade bodies like CII, FICCI and ASSOCHAM among others. It also continued to work closely with Central and State Government bodies to provide guidance and expertise on how GS1 standards can add value in enhancing operational efficiency to the Industry in their supply chain processes, cross-border trade facilitation and in the overall convenience and protection of consumers.

I would like to take this opportunity to thank the Board of Management for its continued proactive support in furthering the objectives of GS1 India. I also wish Shri Ravi Mathur and his team continued success in constantly finding innovative ways to diversify and customise services and solutions to meet the needs of different industries and to lay the foundation for a brighter tomorrow.

Ravi Kapoor



Message from the CEO

The theme for our Annual Report this year '*Reinventing Business for a New Era*' is an acknowledgement of the rapid digitalisation of business we are all experiencing.

There is a paradigm shift in the way businesses need to acquire and retain customers. The consumer now wields enormous power in influencing what companies must produce & sell and how they should distribute them based on his needs.

Consumers are clearly in control. They want access to a wide range of quality, affordable products with the flexibility of purchasing them at their convenience 24x7 using mobile devices.

With a mobile phone population of over 970 million in India, purchasing is now rapidly moving online, challenging traditional marketing channels. The vast proliferation of online shopping portals offering competitive prices, wider product range, convenient delivery and payment options are attracting millions of consumers.

As part of our strategy to be at the forefront of this emerging opportunity - which demands ease of product search and discovery, access to complete and trusted product information,

visibility to product availability, and shorter delivery cycles - we expanded our portfolio beyond assigning GS1 Company Prefix numbers to offering composite services which use GS1 standards, such as DataKart and GTIN Validation.

We are especially excited about **DataKart**, which is under development and should be ready to launch later in 2015. The online cloud-based service will enable the seamless upload, storage and distribution of B2B and B2C product information between brand owners and retailers, which is an essential step in providing consumers **access to better product information**.

2014-15 was another year of success for us. We experienced many accomplishments driven by our ability to innovate the use of standards in unchartered territories.

Key accomplishments include:

- Use of EPC-enabled Gen2 standards encoded with GS1 Global Individual Asset Identifiers (GIAI) in RFID tags for vehicles for e-toll collection, making India the first country in the world to use GS1 standards in a toll management system.

- Adoption of GS1 standards by the Central Board of Secondary Education (CBSE) to uniquely identify and authenticate Central Teacher Eligibility Test certificates.
- Launch of DAVA (Drug Authentication and Verification Application), a central portal to track and trace exported pharmaceuticals by the Directorate General of Foreign Trade (DGFT). The portal enables validation of drugs using mobile devices by consumers.
- MoU with the Insurance Information Bureau (IIB) under the Insurance Regulatory and Development Authority of India (IRDAI) to build a National Hospital Registry using the Global Location Number (GLN) for unique hospital identification.

2015 marks our 20th year of affiliation with GS1 Global Office and also the year in which GS1 India is appointed as a member of the GS1 Global Management Board for a 3-year period.

We take great pride in the work done so far. We have achieved 85% adoption of GS1 standards on consumer products despite a retail environment largely comprising of mom and pop stores that do not scan barcodes. Our unique market composition differs vastly from that of developed countries where organised retail chains typically drive the adoption of GS1 standards.

The credit for this goes to our team of highly competent and dedicated professionals, as promoting the use of voluntary standards is a very challenging task given the low priority accorded to it in general by Industry and other stakeholders.

We received excellent support and guidance from the GS1 India Management Board under the able leadership of Shri Ravi Kapoor and we look forward to their continued support and guidance in the coming years.

Ravi Mathur

GS1 - The Organisation

GS1, headquartered at Brussels, develops and provides guidance on the implementation of global standards and solutions for efficient supply chain management across sectors.

It partners with Industry, government bodies and solution providers to facilitate the adoption of its standards, which positively impact top-line growth of companies while delivering value to consumers.

GS1 India is an affiliate of GS1 and one among the 112 GS1 organisations that work to benefit businesses and consumers. GS1 standards are used by companies from various sectors like retail, healthcare, food, transport and logistics, etc., to improve their business operational efficiencies.



GS1 India Board of Management

- Ministry of Commerce and Industry, Government of India
- Bureau of Indian Standards
- Spices Board
- Confederation of Indian Industry
- Federation of Indian Chambers of Commerce & Industry
- Associated Chambers of Commerce & Industry of India
- Federation of Indian Export Organisations
- Agricultural & Processed Food Products Export Development Authority
- Indian Merchants' Chamber
- Indian Institute of Packaging

What we do

GS1 develops open, global, interoperable and ISO-endorsed/referenced standards, which facilitate identify, capture and share of information on products, shipments, entities, assets, etc., between supply chain trading partners and other stakeholders, including regulators and consumers.

GS1 helps everyone involved in making, moving and trading goods by automating and standardising their supply chain processes using the common language of GS1 global standards.

Adoption of GS1 standards lead to higher operational efficiency for businesses in their supply chain processes. It helps companies comply with several government regulations and buyer requirements worldwide in areas like product safety, traceability, recalls, counterfeit detection, etc. GS1 standards also facilitate flow of trusted product information from brand owners to enable consumers to make more informed purchase decisions.

GS1 Standards

GS1 standards are the global language of business—a language for identifying, capturing and sharing information automatically and accurately, so that anyone who receives that information can understand it, no matter who or where they are.



IDENTIFY

GS1 Identification Numbers

GS1 standards begin with GS1 Identification Numbers used to uniquely distinguish all products (trade items), logistics units, locations, assets, and relationships across the supply chain from manufacturer to consumer.

These numbers provide the link between the item and the information pertaining to it.

COMPANY	LOCATION
Global GS1 Company Prefix (GCP)	Global Location Number (GLN)
PRODUCT	LOGISTICS
Global Trade Item Number (GTIN) Serialised Global Trade Item Number (SGTIN)	Serial Shipping Container Code (SSCC)
ASSET	SERVICES AND OTHER
Global Individual Asset Identifier (GIAI) Global Returnable Asset Identifier (GRAI)	Global Service Relation Number (GSRN) Global Document Type Identifier (GDTI)

GS1 identifiers in a supply chain





CAPTURE

GS1 Data Carriers

GS1 Data Carriers are capable of holding varying amounts of data to accommodate different needs for different products. The two data carriers used in automated data capture are barcodes and RFID.

The data encoded in GS1 Data Carriers not only uniquely identifies products at every level of packaging, it provides access to product information and visibility of product movement through the supply chain.

BARCODES

EAN/UPC



GS1-128



GS1 DataMatrix



(01)18901072012542
(14)187XCL
(10)A1602
(21)567569

GS1 DataBar



ITF-14



EPC-ENABLED RFID TAGS

HF-RFID



UHF RFID



Electronic Product Code (EPC) RFID Encodings

URN:EPC:ID:GIAI:890127231316710886304



SHARE

GS1 Data Exchange

Interoperability, made possible by identification, data capture and data exchange standards, allows product information to flow through the supply chain. Data is shared for master and transactional data.

MASTER DATA

Global Data Synchronisation Network (GDSN)

The GDSN connects trading partners to the GS1 Global Registry via GS1-certified Data Pools. Enabling immediate electronic sharing of standardised, up-to-date, accurate product information.

GLN Registry

The GLN Registry is the single source of truth for accurate and up-to-date location information with corresponding GLNs.

TRANSACTIONAL DATA

Electronic Data Interchange (EDI)

EDI enables the computer-to-computer exchange of business documents between companies using a standardised format.

PHYSICAL EVENT DATA

Electronic Product Code Information Services (EPCIS)

EPCIS is the standard for sharing information on the movement and status of goods in the physical world.



GS1 Solutions

Our solutions facilitate implementation of global standards to help companies realise their business goals resulting in reduced costs and complexities in supply chain processes.

Traceability and Recall

GS1's Global Traceability Standard (GTS) enables full supply chain visibility and is the key to finding the most efficient way to produce, assemble, warehouse and distribute products. These systems monitor internal supply as well as link suppliers with their buyers, allowing automated stock management, product master data management, end-to-end product and consignment visibility and other supply-related activities. It leads to a more efficient supply chain and therefore reduced costs of operation.

The GTS in conjunction with GS1 Product Recall Standard ensures more effective and timely product recall processes and notifications.



Order-to-Cash

GS1 standards enable automated Order-to-Cash solutions for any organisation in any sector. It enables paperless exchange of business data related to ordering, delivering and paying electronically. GS1 eCom standards facilitate EDI, replacing paper-based order forms, dispatch advice notices, invoices and other documents with electronic business messages.

GDSN

The GS1 Global Data Synchronisation Network (GDSN) allows companies using GS1 standards to more efficiently share product master data as well as consumer data in a machine-to-machine secure environment.



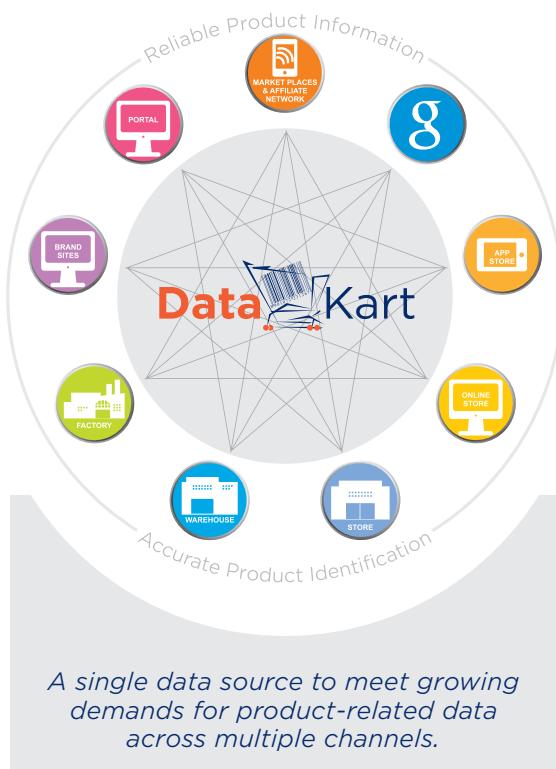
Data Quality

The GS1 Data Quality Framework (DQF) helps organisations achieve 100% data quality, which is essential for several business and supply chain processes. GS1 also provides several training materials, assessments, and check lists to support companies who want to implement the DQF within their organisations.



GS1 India Services

DataKart for product data exchange



GS1 India spent considerable effort in developing a new service - DataKart. This service has been conceptualised based on meetings with retailers and CPG companies over the past two years to understand their pain areas and challenges.

An online cloud-based service, DataKart is designed to operate as a single source of reliable product data. It enables seamless upload, storage and distribution of B2B (product dimensions, weights, etc.) and B2C (ingredients, recipes, etc.) data between brand owners and retailers in a one-to-one or one-to-many data sharing model(s).

Other benefits of DataKart are:

- **Collate product attribute** information in a single place and distribute it electronically.
- **Save time and effort** spent in collecting product data to meet retailer-specific requirements and uploading it to their portals or Excel sheets.
- **Send instant alerts** to retailers across the country on product MRP changes and on new product introductions and promotions so they are not missed or overlooked.

Besides sharing product data, DataKart automatically generates unique product codes (GTINs) for all SKUs, ensuring that no two SKUs carry the same GTIN at any time. In addition, barcode artwork for each SKU can be generated (based on GS1 standards), saving valuable effort and time in coordinating with barcode artwork design and printing companies.



GTIN Validation

To help e-tailers, retailers, ecommerce platform providers or content aggregators enhance the quality of their product data, GS1 India launched the GTIN Validation service.

The service ensures that the Global Trade Item Numbers (GTINs) used to uniquely identify products globally are valid and correctly assigned according to GS1 standards. As the organisation that assigns GS1 Company Prefix Numbers (which is the foundation for creating GTINs), GS1 India is uniquely positioned to ensure their accuracy and authenticity.

A correct GTIN is the key to accurate product data that can align physical products with the right digital data. Good product data means more sales.

The GTIN Validation service also helps:

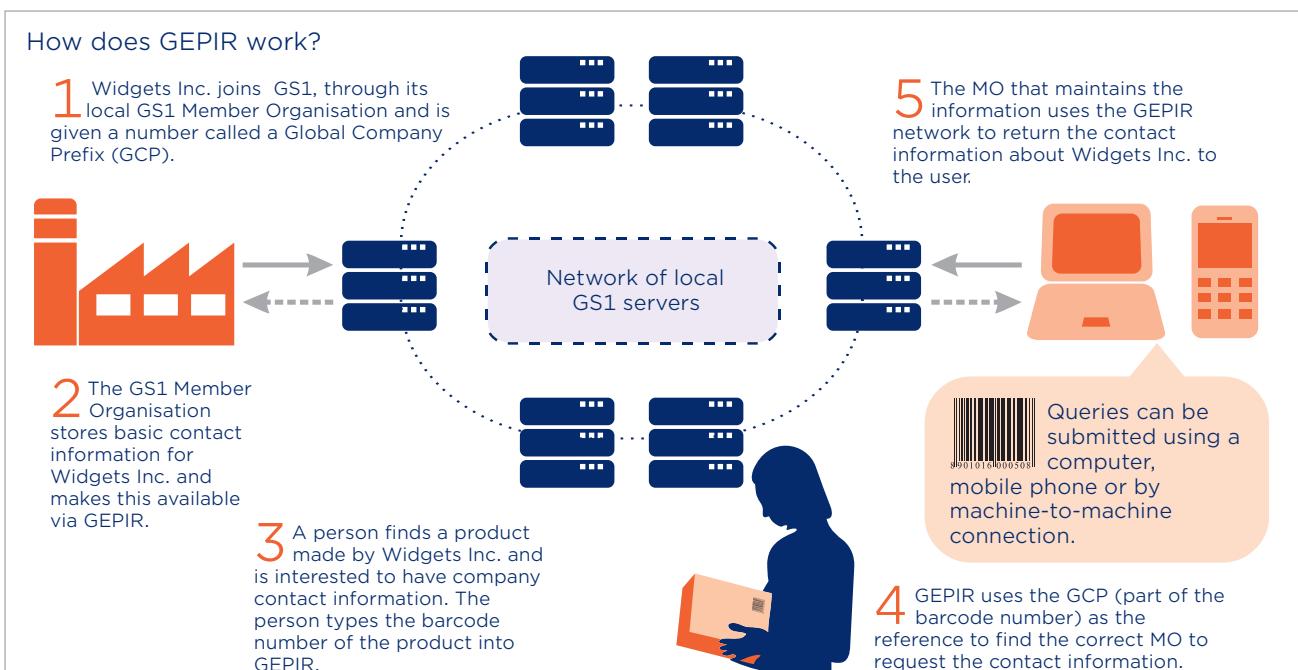
- With faster product listing on online shopping websites.
- Find and resolve incorrect, duplicate or conflicting product information.
- Improve overall product data by ensuring proper GTIN usage.
- Improve the accuracy and quality of online and physical product data, ensuring a better customer experience.
- Empower search engines to provide more precise search results.



Global Electronic Party Information Registry (GEPIR)

GEPIR is an internet-based service that gives access to basic contact information on over 2 million companies that use GS1's unique identification numbering system to identify their products, physical locations or shipments. All GS1 Member Organisations worldwide have data in the GEPIR network.

GEPIR service of GS1 India (www.gs1india.org.in) currently hosts information on over 2 million products of its subscribers.



Barcode Verification

GS1 India offers barcode verification service to its subscribers. With this service, GS1 India checks if the barcodes created by companies comply with GS1 standards and if the barcode symbol will scan efficiently on a variety of point-of-sale scanners.

GS1 India tests the barcode for compliance to GS1 standards through a verification process and the GS1 General Specifications. This testing assesses size, colour, print quality and quiet zones. The barcode height, location/placement and the correct calculation of the check digit are also assessed. At the end of the testing, detailed verification reports are sent to the subscriber.

We added capabilities to offer this service for 2-D barcodes given its increased adoption resulting from our work with DGFT (Directorate General of Foreign Trade) and Delhi State Excise.

GS1 India invested in high-end 2-D barcode verifier equipment and trained its staff on usage. A detailed 2-D verification report is also provided to subscribers.

This year we provided 1-D verification services to over 400 companies and 2-D verification services to over 110 companies.



Training & Education

GS1 India provides knowledge and training to help its subscribers correctly apply GS1 standards and learn best practices. The training courses are created based on user requirements. For example, special training is offered to pharmaceutical companies to assist with their DGFT implementation. The training helps companies get started with the implementation of GS1 standards. From basic to advanced learning, GS1 India provides a variety of educational programs such as:

- Live online webinars
- Classroom-style workshop sessions
- Certificate courses

Live online webinars

These live online webinars are conducted by GS1 experts and benefit companies of all sizes. Participants have the flexibility to attend these courses from the convenience of their home or office location.

Classroom-style workshop sessions

GS1 India provides regular workshop training sessions exclusively to its subscribers, giving them the opportunity to interact face-to-face and learn directly from GS1 India expert instructors in a classroom setting. These classes help participants get their specific questions answered and gives them a chance to interact with their peers from different organisations, who may be at a similar stage with their barcode implementation.

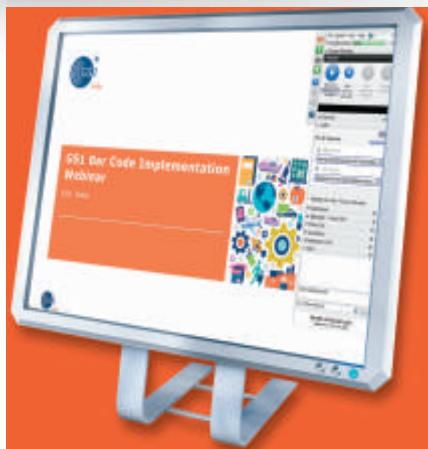
Certificate courses

GS1 India also offers on-demand interactive, comprehensive and completely self-explanatory eLearning modules developed by GS1 Global Office on various aspects of GS1 standards covering over 20 topics. At the end of these courses, users receive a GS1 Learn Certificate, which is recognised by all GS1 organisations worldwide and several companies.

Future plans

During the coming months we will be adding more courses around case-level barcoding, DataKart and other relevant topics.

Later this year, we will be migrating to a new Learning Management System prepared by GS1 Global Office, which will allow participants to track their learning, set up training plans and view modules at their convenience.

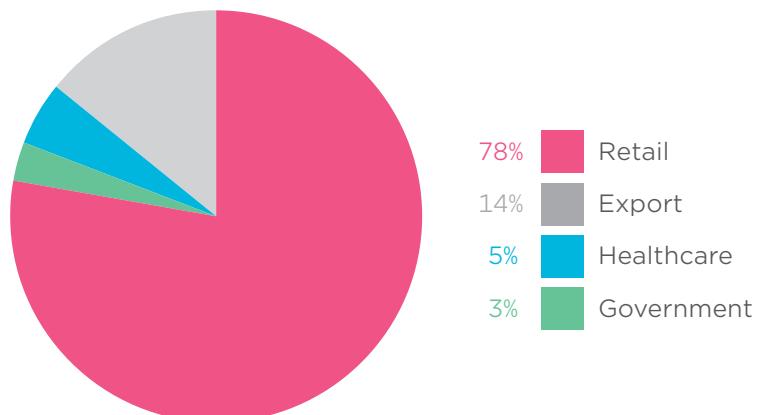


Performance



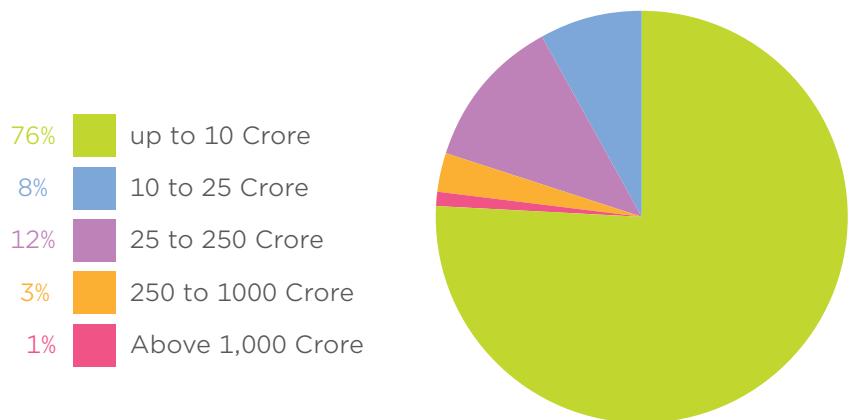
New registrations

Financial Year 2014-15 continued to see a rise in new registrations as a result of our various engagements across sectors. 78% of our new subscribers were from retail, followed by 14% in exports, 5% from healthcare and 3% from suppliers to the government sector.



New registrations by company size

The distribution of new subscribers across company size also illustrates that our standards are relevant to companies of all sizes. In fact majority of our new subscribers are from the SME & MSME categories.



(all figures in Indian rupees)



Sectors in Focus

Retail



The Retail & Consumer Goods sector has always been a key focus area to further the adoption of GS1 standards. After all, the first product to be scanned at a checkout counter 40 years back was a pack of Wrigley's chewing gum at a supermarket in Ohio, USA.

With the work done in this sector, we know that all companies are faced with similar challenges - ranging from improving operational efficiencies, monitoring stocks availability in real time, providing product visibility, detecting counterfeits to building omni-channel shopping experiences.

By using GS1 standards to identify, capture and share information about products in stores and on the web, retailers can fully leverage multiple marketing channels to enhance customer experiences, increase sales and build trust in their brands by providing accurate, up-to-date information.

Joint retailer letter

For the first time leading retailers joined hands to sign a common letter, which was sent to suppliers across the country. The letter highlights the benefits of global standards and directs suppliers to implement GS1 barcodes on their products.



Validating product listings to enable better online searches

 Snapdeal, India's second largest e-commerce company, wanted high quality information and images about the products they sell. They were looking for a way to ensure that the product information provided by their seller community is accurate and complete. At the same time they wanted to reduce the time and labour involved in bringing an item to market through the e-commerce channel.

GS1 India worked with Snapdeal to help them manage their product listings by validating product codes (GTIN) to ensure products for sale on their platform are authentic. Snapdeal now uses GS1 India's GTIN Validation service to validate products using GTINs and suppliers' company prefixes to reduce fake listings. Once verified, the GTINs are linked with the products' attribute information to ensure products for sale are easily accessible to its users.

Snapdeal's recently launched mobile app 'Scan & Sell' for their sellers, simplifies and automates the process of listing products for sale. The app only registers products with valid GTIN barcodes and enables sellers to list products on the Snapdeal platform in five minutes or less from anywhere, at anytime. Sellers simply scan the product barcode and key in pricing details to complete the listing.



Using global standards to provide real-time price information

 **Scandid** GS1 India worked with Scandid, a price comparison mobile app, to streamline the online shopping experience for Scandid users by using barcode scanners to compare real-time prices and find coupons from hundreds of online shopping portals in India.

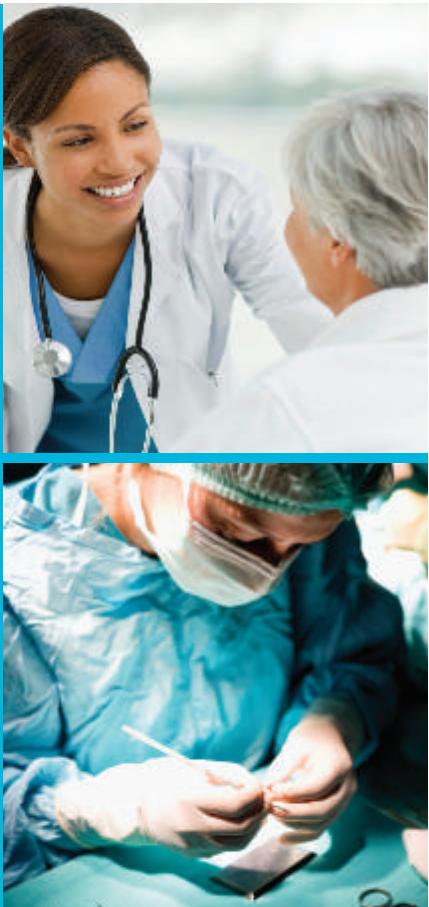
To make this happen quickly and offer this real-time information to its users, Scandid uses GS1 standards to incorporate millions of barcodes into its app enabling better search and improved product information for shoppers. As a result, Scandid users can look up millions of products in seconds.

Online analytics based on GS1 standards remove ambiguity and ensure consumers get accurate pricing information as well as information related to deals and promotions available online and in brick-and-mortar stores.

Scandid has approximately 4.5 million product barcodes in categories like electronics, appliances, personal care items and books.



Healthcare



DAVA - the track and trace portal

On 10 January 2011, the Directorate General of Foreign Trade (DGFT), issued a public notice announcing the implementation of a track and trace system incorporating barcode technology as per GS1 standards for all drugs and pharmaceutical products exported from India. Under this notice, all export consignments will have to be marked and coded at various packaging levels using GS1 barcode standards.



In addition to the coding and marking guidelines of products outlined in the specifications, manufacturers/brand owners/responsible entities/exporters are to submit additional information to a central track and trace portal DAVA (Drug Authentication and Verification Application).

Over the past several years, GS1 India has worked closely with the National Informatics Centre (NIC) to develop the entire traceability system. The DAVA portal to assist suppliers to easily upload information and a mobile app for regulators to verify the information was also built. A detailed implementation guide and training programs to support supplier implementation have been created.

We are also working with the DGFT to extend a similar traceability system to monitor drugs that are sold within the country. To this end, extensive follow up with several State Health departments is underway.



Bringing global visibility to Indian hospitals

GS1 India signed an MoU with the Insurance Information Bureau (IIB) under the Insurance Regulatory and Development Authority of India (IRDAI) to develop a National Hospital Registry.

The Registry would help rationalise treatment costs across hospitals in the country and provide visibility to insurers on reimbursement amounts against health insurance claims.

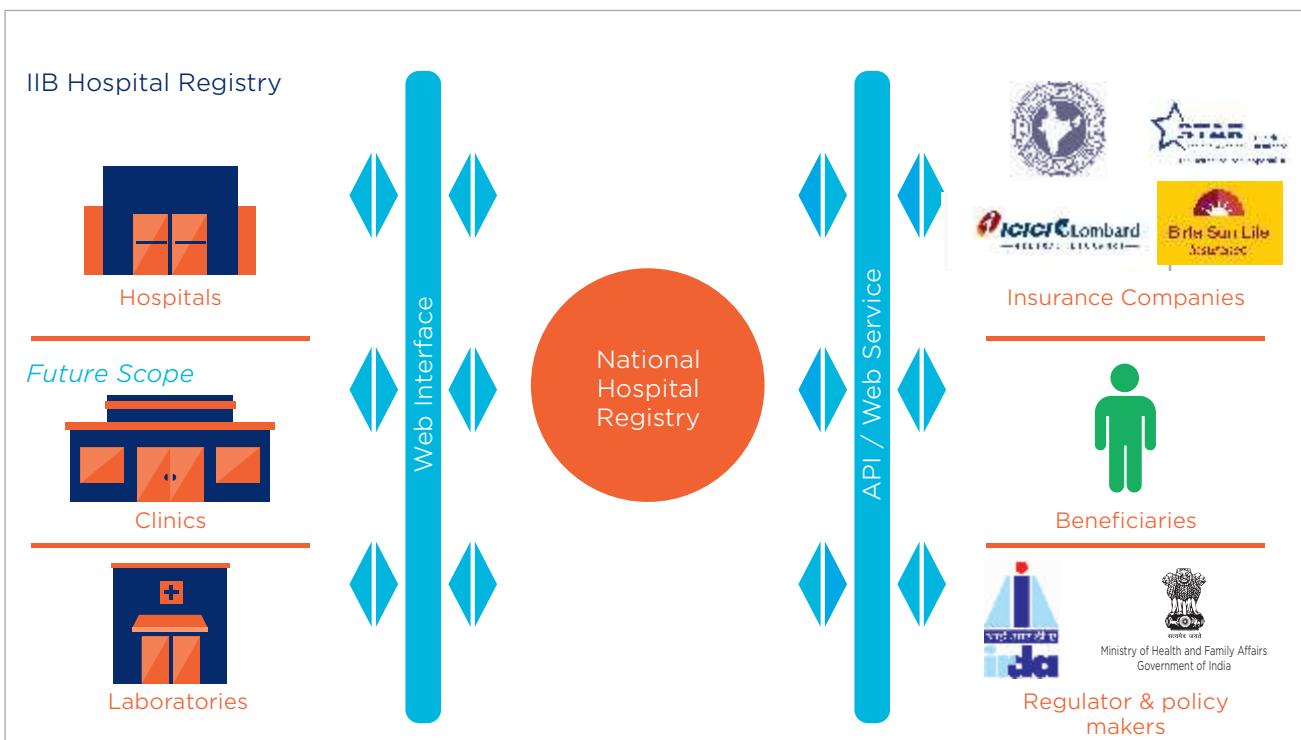
By identifying each hospital with a globally unique identity (GLN) along with its geographical location data based on latitude-longitude coordinates (geo-tagging), insurers will be able to verify its physical existence.

Over time, the Registry will evolve as a one-stop source for all information related to hospitals, treatments and more for insurers, medical services providers, and regulators (Insurance, Pharma, etc.) in the country.



Enabling employee identification

GS1 India worked with Mankind Pharma, a manufacturer of pharmaceutical products, to improve their employee identification. The company used GS1 standards to uniquely identify its employees to offer better employee services, leading to employee convenience. The unique employee ID is created using GSRN (Global Service Relation Number) to capture daily attendances, employee location, insurances, Leave Travel Allowance (LTA), reimbursements and other employee-related services.



Agriculture & Food



GS1 India engaged with the Food Safety and Standards Authority of India (FSSAI) to create awareness and share global best practices on the use of GS1 standards to improve food recall processes in the country.

Global food production, distribution and retailing have never been under greater scrutiny by consumers and regulators than today, especially following several high-profile cases of food contamination and outbreak of food-borne diseases.

The primary reason behind the distribution of unsafe food is the lack of visibility and information sharing among various supply chain partners. Despite food products being withdrawn or recalled on a regular basis, manufacturers at best have in place processes only to recall products till their first distribution level.

To execute effective recalls, manufacturers require a recall solution overlaid on a robust track and trace system, encompassing the full supply chain regardless of state or country. This requires defining a shared minimum set of requirements and clear accountability on what action is required from each trading partner across the chain.

GS1's Global Traceability Standards (GTS) and Recall standards are best suited to address these challenges and provide a structured and standardised solution for the industry.

Apart from working with FSSAI on the above, GS1 India also engaged with regulators on the proposed revisions to the Consumer Protection Act and BIS Act to improve consumer safety and handle product recalls for all consumer items.

GS1 India is also working with the Indian Railway Catering and Tourism Corporation (IRCTC) to put in place a process based on GS1 standards for traceability and recall of meals provided on trains.



Government



GS1 India collaborated with the Delhi State Excise department to put in place a track and trace system using GS1 standards to track the movement of liquor bottles in Delhi and prevent counterfeit products entering the supply chain.

As part of this project, GS1 India conducted a barcode quality audit to check the scannability of barcodes used by 21 distillers on 31 liquor brands. During the audit, around 100 barcode samples were analysed. The study findings helped the department guide liquor suppliers on correct barcode usage, leading to efficiency in supply chain and at Point of Sale (POS). We are now working with various other State Excise departments across the country to implement a similar track and trace system.

Other projects undertaken with government bodies include working with Silk Mark Organisation of India (under Ministry of Textiles) and CBSE to promote the use of GS1 barcodes to facilitate authentication.

For the Silk Mark implementation, we are test-printing GS1 QR code labels on white semi-gloss, coextruded film that consists of an expanded polystyrene layer, specifically designed for silk fabrics. Additional security features like embedded hologram and hidden text, which is readable under UV light, make the label tamper proof.

In the CBSE project, we are creating a mobile-based verification system. Every Central Teachers Eligibility Test (CTET) certificate, issued by CBSE, is uniquely identified with a GS1 QR code. When this QR code is scanned using a mobile-app, the information associated with the certificate is retrieved from the CBSE website. This allows users to authenticate details printed on the certificate with CBSE records.



Transport & Logistics



GS1 standards in National Highways Toll Management

Travelling on India's 79,243 km of National Highways has not always been an easy feat, especially with the various toll collection points that have been setup. These disparate and error-prone toll management systems resulted in frustrated drivers and frequent traffic congestion at 300 toll collection plazas.

In late 2010, the Ministry of Road Transport & Highways, along with the National Highways Authority of India (NHAI) and the Indian Highways Management Company Limited (IHMCCL) set out to find the right solution for a scalable, flexible and fully interoperable electronic toll collection system, which would improve traffic movement and reduce the number of RFID tags commuters had to affix on their vehicles when travelling across multiple toll collection points.

A special committee was set up to evaluate possible solutions and after careful assessment, the committee recommended the use of tags based on GS1 standards for its interoperability feature. A successful pilot at 10 toll plazas on Mumbai-Delhi corridor was conducted and FASTag was officially launched across India in October 2014.

Each FASTag is an EPC-enabled Gen2 RFID tag encoded with a GS1 Global Individual Asset Identifier (GIAI). The use of the GS1 GIAI ID key ensures unique vehicle identification and allows the toll management system to link a vehicle's registration number with the fee category for that vehicle's class. The same FASTag can be used across all toll collection points in India.

With the FASTag, waiting time at a toll plaza would be reduced from 10 minutes to about 1 minute per vehicle, which would help India save approximately 10 billion US dollars in fuel bills alone.

GS1 India played a crucial role from the beginning. Our experts were involved in conceptualising, designing, implementing and testing the capabilities of the chosen solution. We conducted in-depth analysis on data requirements, and provided technical guidance on the required read range, orientation, tag performance and overall conformance of the solution to GS1 EPC-Gen2 standard.

The system was designed to scale and evolve and the GS1 standards built into it can be leveraged in the future to monitor traffic congestion, optimise traffic movement or even track stolen vehicles.

Similar opportunities are being pursued with various state highways authorities in the country.

Efficient tracking of rail wagons

GS1 India continued to engage with the Centre for Railway Information Systems (CRIS) on the adoption of GS1 EPC-RFID standards for tracking commercial rail wagons across the country.

CRIS is an autonomous organisation under the Ministry of Railways. It develops and manages the Information Technology applications of the Indian Railways.

With the implementation of GS1 EPC-RFID standard, the exact location of rail wagons travelling and those parked at various railway yards for maintenance work across the country can be tracked.

Example of existing implementations worldwide in rail wagon tracking using GS1's EPC-RFID technology can be seen in Finland and Sweden. These implementations have resulted in:

- Ability to track wagons across the country.
- Automation of rail logistics processes, improving revenue growth (about 5 million euros in Finland) and operational efficiency by reducing the number of locations needed to control rail traffic.
- Improved safety and customer service.



Marketing Communications & Events



One of the step changes we are making at GS1 India is to improve our marketing and communication efforts. With our increasing subscriber base and new opportunities for the adoption and implementation of GS1 standards, we need to find creative ways to communicate the benefits of standards to the various stakeholders we constantly engage with.

In this regard, we created a video on the National Highways Toll Management project to highlight its benefits. We also started to implement changes required by the GS1 global brand initiative, which is a significant effort to create a more consistent, coherent and unified global brand for GS1 and all GS1 MOs worldwide.

We designed brochures to promote the benefits of DataKart, and use of GS1 standards in e-tailing. Direct mailers were created to target manufacturers of packaged drinking water in India. Articles in key media publications like *Retail Today*, *Progressive Grocer*, etc., on benefits of GS1 standards were published.

As we continue to strive for quality and implement proactive communications with our subscribers, we will also be working on revamping our current website to make it more user and mobile friendly.

Events

For greater visibility and to promote the use of GS1 standards and global best practices to Indian trade and Industry, GS1 India continued to engage with several key apex trade bodies. We participated in several national committees, which includes:

- CII National Committees for Retail and FMCG
- CII National Expert Group on Food Safety & Quality as Chair
- CII National Committee for SMEs
- FICCI CASCADE Committee on anti-counterfeiting and anti smuggling

We also presented at several industry conferences and seminars across the country to create awareness of our standards. Some of the events we participated in include:

- PHD Chamber of Commerce and Industry on Supply Chain Management at their 2014 Logistics Conclave
- CII conference on the 'Economic Impact of Counterfeit on Pharma'
- SME Summit organised by Maharashtra Industrial Development Corporation (MIDC) on the 'Benefits of Barcoding for the SME Sector'
- E-tailing India Expo on the 'Role of Technology in Logistics'
- UN/CEFACT Forum 2014



- India Retail Forum 2014
- International Packaging & Supply Chain Conclave 2014
- CII seminar on 'Economic Impact of Counterfeiting and Piracy on Indian Pharma Sector'
- FICCI-CASCADE capacity building workshop on 'Stopping Counterfeiting at Borders'
- National conference on 'Smart Supply Chains' organised by PHD Chamber of Commerce and Industry
- Webcast on 'Combating Counterfeit with Global Standards', organised by CII
- Created a survey questionnaire and developed an industry report '*Combating Counterfeits Through Technologies, Global Standards and Best Practices*', based on responses received from CII National FMCG Committee members



Global Engagements

GS1 India made several presentations at the GS1 Global Forum 2015 where we shared our learnings on our key engagements like the Highways Toll project and Public Policy. We also made presentations at the GS1 Asia Pacific Forum 2014 and attended the GS1 General Assembly 2014.

The Global Legal Entity Identifier Foundation (GLEIF) was created to act in the public and private interest as the operational arm of the Global Legal Entity Identifier System (GLEIS). The foundation is supervised by the Regulatory Oversight Committee (ROC).

Following the 2008 financial crisis, the importance and benefit of a universal Legal Entity Identifier (LEI) became clear. Regulators worldwide acknowledged their inability to identify parties of transactions across markets, products, and regions. This hindered the ability to evaluate systemic and emerging risk, to identify trends, and to take corrective steps.

Recognising this gap, authorities working with the private sector, have developed the framework of a Global LEI System (GLEIS) that will, through the issuance of unique LEIs, unambiguously identify entities engaged in financial transactions.

CEO, GS1 India, was elected to the Board of Directors of GLEIF and has been actively participating in its deliberations. He is a member of the Board Committee on finalisation of the Master Agreement between LOUs & GLEIF and also a member of the Technology & Operations Committee.





Global Priorities

Data Quality

Data Quality continues to be a key focus for GS1 globally. Quality data is a vital part of any supply chain and fundamental to increasing efficiency, reducing costs and positively impacting consumer safety. It is today widely recognised that accurate master data sits at the core of any business and is essential for capturing the interest of consumers and driving online sales.

Striving for 100% data quality is now a top priority for GS1 because the information stored in GS1-operated services is more frequently needed by application providers, end users and regulators. For example, data quality plays an essential role in EU Food Information Regulation 1169/2011 on the provision of food information to consumers.

GS1 launched several online training modules, assessments, presentations, workshops, etc., to educate companies on the importance of data quality.

The GS1 Data Checker solution, which provides companies with dashboards and reports on the quality of their information by checking, validating and monitoring their trading partners' data was also launched. The objective of the solution is to meet the growing demand from consumers to be able to rely on the data, especially when they have special requirements like gluten intolerance or nut allergies.

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GS1 Digital

The mission of the GS1 Digital initiative is to successfully align traditional business processes around a seamless consumer experience to meet the needs of the fast-changing retail landscape. In this regard some of the work that is being focused on globally includes:

Simple Product Listing

The GS1 Simple Product Listing (SPL) standard supports the process of getting the right products, on the right virtual shelves anywhere in the digital world so consumers can discover them. SPL enables Industry to align and support a standard to drive product listing efficiency.

The GS1 SPL standard delivers a common, search-friendly language that web and mobile applications can easily understand. It enables trading partners to use a single standardised set of consumer-friendly terms that link their existing internal product hierarchies. It bridges the gap between retailers and suppliers to ease the transition from manual to automated product classification and to accelerate speed-to-market availability.

GTIN+ on the Web standard



By extending the use of globally-unique identification (GTINs) used in the physical (B2B) world to the digital (B2C) world companies have a better chance of ensuring their product gains visibility online.

Currently, it is quite difficult for end-consumers or search engines to determine whether two web pages about a product are actually referring to the same product. The fundamental reason for this is that today very few websites actually include the GTIN within the web page. The net result of this current reality is lower-than-possible visibility of products across the Web and this is true for companies of all sizes.

The GS1 Vocabulary Standard and GTIN+ on the Web Implementation Guideline developed provide a web vocabulary and guidance to add machine-readable structured data about a product or offer to an existing web page.

The standard and guideline will help facilitate more efficient and accurate web searches as well as enable APIs to retrieve and process data.

Structured data

Another project that was undertaken globally was to validate that by using structured data on the Web, search engines, such as Google, Bing, etc., were able to improve the search results of the product. In this regard, GS1 established working relationships with World Wide Web Consortium (W3C) and Industrial Internet Consortium (IIC) to extend the use of GS1 standards by search engines.

In 2014, a pilot was conducted with 24 companies to embed GTINs in their web pages. The results from one participant show that after 3 weeks of the schema insertion, there was 33% improvement in search rankings and the average item improved by 2.9 positions. Proving structured data helps search engines provide consumers more concise and relevant results.

Digital coupons

With the growth of digital retailing, coupons can now be placed in more channels to reach consumers. GS1 standards enable and facilitate digital coupons, while also generating specific information surrounding the coupon. Knowing which coupons are being redeemed is invaluable in assessing the success of reward schemes and campaigns.

The GS1 Digital Coupons Management standard provides a common secure and reliable process for managing digital coupons. It helps companies at every stage in the lifecycle of a digital coupon, including set-up and communication, discovery and acquisition, validation and redemption, presentation, reporting and financial settlement.



Sustainability

Another priority for GS1 globally has been around supporting companies and organisations such as the United Nations (UN) in their sustainability efforts.

While companies are taking steps to adopt sustainable business practices, like conserving energy and recycling waste, consumers, retailers and increasingly regulators are demanding that they produce and share reliable information about the sustainability of their products and services.

GS1 is widely recognised for the role that its standards play in supporting its users' efforts for sustainable consumption and production. For example, the more accurate forecasting made possible by GS1 standards translates into less over-ordering of unneeded products that would just be thrown away when they are not purchased by consumers. Accurate product measurement data at the item, case and pallet levels enables loads in trucks, trains and shipping containers to be highly optimised, and that means fewer total journeys are required to deliver products to retailers or distribution centre.

A formal 10-Year Framework of Programs (10YFP) on sustainable consumption and production was launched by the United Nations Environment Programme (UNEP) and its partners.

GS1 is currently working on submitting proposals for the use of GS1 standards, services and solutions in helping UNEP meet its goals

Unique farm identification for UNGC

Food security is threatened by modern agriculture methods and climate change poses a major challenge for the agriculture and food sector. 33% of all food produced goes to waste or is lost. It is estimated that by 2050, 60% more food will be needed to feed the estimated 9 billion population on Earth.

The developments in modern agriculture have led to doubts regarding the long-term viability of current food production systems. These developments include heavy reliance on chemical fertilisers, pesticides and herbicides, the destruction of wildlife habitats, environmental pollution and risks to human health.

To ensure sustainable agriculture and food security for all, the United Nations Global Compact (UNGCG) encourages progress in food security and sustainable agriculture. The approach taken by UNGC and its partner ITC (International Trade Centre), a UN/WTO organisation, is to work on a voluntary reporting model where farmers report on their compliance in adopting climate sustainable agriculture processes based on Good Agricultural Practices.

To test this solution, UNGC and ITC are embarking on a five-year pilot across 20 countries targeting 500,000 farms. Each farm will be identified by a globally unique ID (GLN) and farm-level data and the GLN information will be captured in a Global UNGC Farm Registry.



GS1 Innovation Network

The GS1 Innovation Network was launched in February 2015 with the mission to:

- Identify the most important business challenges and opportunities, technology innovations and global trends that might be valuable and/or disruptive for industry, humanity and GS1 in the future
- Act quickly to explore and test important topics
- Advise GS1 and its industry on new standards, services and solutions that should be developed

The purpose of the Innovation Network is about taking a creative, agile approach in exploring possibilities and taking an idea to a decision point. To this end, the Network is designed as an open communication environment where taking risks is valued.

To date, nearly 450 participants have engaged in 70 discussions and more sessions are planned. Two incubators have been launched - 'The Future of Identification' to provide a roadmap for the globally unique identification of everything and 'Digital Coupons' to explore options for a global interoperable digital couponing framework.



GS1 Global Standards Management Process

The GS1 Global Standards Management Process (GSMP) is the backbone of GS1's work to develop and publish globally applicable, royalty-free standards that meet the needs and requirements of the industry.

At its core, GSMP is GS1's standards development life cycle. As of June 2014, GSMP had more than 1,100 individual members representing 424 companies from every corner of the world.

Several exciting new standards development efforts are underway in GSMP. In particular, working groups are studying ways to bring the benefits of GS1 standards into the cloud.

Looking Ahead

In 2015, we will continue to expand our reach in existing and new areas. As companies transition to an e-commerce world, we'll be at the helm of this change driving standards adoption and increased usage. We'll explore new opportunities in areas like cross-border trade and waste disposal management.

Our strategic initiatives have a common theme integration of GS1 standards in processes that enable unique identification, authentication, traceability, trusted data sharing, and consumer safety. To that end, we will continue to engage with industry stakeholders and regulators to identify opportunities to extend the use of our standards to solve business challenges.

With the alignment we brought between the Ministry of Health & Family Welfare and Department of Commerce, the current adoption of GS1 standards on exported medicines is likely to be extended to the domestic market. Our focus will then move to supporting the industry in its adoption and implementation.

Our engagement over the past several years with the Food Safety Standards Authority of India (FSSAI) and industry is expected to result in new product recall guidelines stipulating the use of

GS1 standards to improve food safety. Our role will now be to work with the regulator and industry to develop a roadmap for recall implementation.

After the successful implementation for uniquely identifying teacher training certificates issued by CBSE, we see great potential in replicating this effort to other certificates issued by schools and higher educational institutions across the country.

By late 2015 we expect to go live with the IIB Hospital Registry project. Post launch, GS1 India will maintain the Registry for a 3-year period. This could become a forerunner to setting up other national registries in the country, supporting our goal to expand our services portfolio in the coming years. To that end, we will continue to invest in technology, infrastructure, communications and our people.

GS1 India is increasingly looked upon as a one-stop-source for solutions in the supply chain management space, particularly by government bodies. While our core focus remains on providing guidance on standards adoption, we will take necessary steps in building our technical expertise to offer Advisory & Consulting services in the future.



GS1 Management Board Members

GS1 is governed by a management board composed of key leaders and drivers from multi-nationals, retailers, manufacturers and GS1 Member Organisations. As a result, the GS1 management board has a global, multi-sectorial make-up.

Mike McNamara	Executive Vice President & CIO Chairman	Target Corporation
Ed Steinike	Senior Vice President & CIO Vice Chairman	Coca-Cola
Miguel A. Lopera	President & Chief Executive Officer	GS1 Global Office
Ravi Mathur	Chief Executive Officer	GS1 India
Sunny Jain	Vice President, Core Consumables	Amazon
Lin Wan	Senior Vice President	Cainiao, Alibaba Group
Rollin L. Ford	Executive VP & Chief Administrative Officer	Wal-Mart Stores
Eric Tholomé	Product Management Director	Google
Silvester Macho	Chief Information Officer	METRO Group
Rakesh Biyani	Joint Managing Director	Future Retail Ltd.
Chris Johnson	Executive VP, Business Excellence	Nestlé S.A.
Amit Menipaz	Vice President of Structured Data	eBay
Peter Longo	President of Logistics & Operations	Macy's
Julio Nemeth	President, Global Business Services	The Procter & Gamble Company
Daniel Myers	Executive Vice President, Global Integrated Supply Chain	Mondelēz International
Philippe Lambotte	Senior Vice President Global Supply Chain	Mattel Inc.
Chris Resweber	Senior Vice President, Corporate Communications & Public Affairs	The J.M.Smucker Co.
Bob Carpenter	Chief Executive Officer & President	GS1 US
Mark Alexander	President, Americas	Campbell Soup Company
Nicolas Florin	Chief Executive Officer	GS1 Switzerland
Jørn Tolstrup Rohde	Senior Vice President, Western Europe & Member of the Executive Committee	Carlsberg Group
John Gilbert	Member of the Board of Management, Chief Executive Officer	DHL Supply Chain, Deutsche Post, DHL Group
Xiao An Ji	Chairman	Beijing Hualian Group
Samir Ramzy Ishak	Group Vice President of Operations	Abudawood
Atsushi Kaneko	Chief Information Officer	AEON Co.
Mark Wagner	President, Business Operations	Walgreens
Rhonda Levene	Chief Financial Officer & Chief Customer Officer	NABD, Daymon Worldwide
Meinrad Lugan	Member of the Board of Management	B. Braun Melsungen
Gary Lynch	Chief Executive Officer	GS1 UK
Maria Palazzolo	Chief Executive Officer	GS1 Australia
Joseph Phi	President	LF Logistics, A Li & Fung Company
Jörg Pretzel	Chief Executive Officer	GS1 Germany
N. Arthur Smith	Chief Executive Officer	GS1 Canada
David Calleja Urry	Chief Executive Officer	GS1 Malta
Ruben Calonico	Chief Executive Officer	GS1 Argentina
Mark Batenic	Chief Executive Officer	IGA Inc.



A History of Standards

1973

Industry leaders in the United States select a single standard for product identification (the Universal Product Code) over seven other options. This barcode is still in use and known today as the GS1® barcode.

1974

The Uniform Code Council (UCC) is established in the US as a not-for-profit standards organisation (GS1 US). On 26th June, a pack of Wrigley's gum becomes the first product to be scanned with a GS1 barcode in a Marsh supermarket in Ohio, United States.

1976

Based on the original GS1 barcode, a 13th digit is engineered, allowing the identification system to go global.

1977

The European Article Numbering (EAN) Association is established as an international not-for-profit standards organisation (GS1). With a head office in Brussels, Belgium, the EAN Association has 12 founding Member Organisations from European countries. Together, they launch the GS1 identification system to improve supply chain efficiency in the retail sector.

1983

GS1 Standards expand beyond point-of sale consumer units with ITF-14 barcodes for outer cases.

1989

GS1 Standards expand to logistics units with GS1-128 barcodes. These barcodes include GS1 Application Identifiers, which encode more detailed product information. GS1 takes the first step into eBusiness with the original version of the EANCOM Manual, an international standard for Electronic Data Interchange (EDI).

1990

The UCC (GS1 US) and EAN International (GS1) sign a cooperative agreement formalising their intent to co-manage global standards. With this agreement, GS1 has presence in 45 countries.

1995

GS1 expands the use of GS1 Standards in the healthcare sector with the first Healthcare Collaboration Project.

1996

SC31, the International Organisation for Standardisation's committee for automatic identification and data capture standards, is launched, signifying international cooperation around the development and use of new standards.

1999

The Auto-ID Centre at the Massachusetts Institute of Technology is launched, leading to the development of the Electronic Product Code™ (EPC®). Specifications for the GS1 DataBar™ (a reduced space symbology) are approved.

2000

At the start of the new millennium, GS1 has presence in 90 countries.

2002

The Global Standards Management Process (GSMP) is launched, providing a global forum for GS1 members to discuss and establish new standards-based solutions for their businesses.

2003

GS1 forms EPC global and initiates the development of the EPC global architecture and standards. The GS1 DataMatrix (the first two dimensional symbol adopted by GS1) is approved.

2004

GS1 publishes the business message standards (using XML) and the first standard for Radio Frequency Identification (Gen2). The Global Data Synchronisation Network (GDSN), a global, internet-based initiative that enables trading partners to efficiently exchange product master data, is launched.

2005

The new name for the organisation, GS1, is launched worldwide.

2007

The World Customs Organisation and GS1 sign a Memorandum of Understanding, agreeing to support and encourage the harmonisation of standards in the customs sector. GS1 enters the world of Business-to Consumer (B2C) solutions. The aim is to provide open standards to link product information with consumers and businesses through mobile devices.

2011

GS1 expands its offerings with the publication of the GS1 QR Code.

2013

With presence in 111 countries, GS1 celebrates 40 years of the Global Language of Business.

For over 40 years, GS1 has been bringing industries together to revolutionise the way they do business.



330, 2nd floor 'C' Wing
August Kranti Bhawan
Bhikaji Cama Place
New Delhi - 110 066

T : + 91-11-2616 8720
F : + 91-11-2616 8730

www.gs1india.org

