



Verified by GS1 case study

# The benefits of trusted product information for bigbasket and other Indian retailers and marketplaces

Retailers and marketplaces in India are finding a range of important ways to use the product data available in Verified by GS1.



## Challenge

In a country as large and diverse as India, the sheer quantity of product data can be daunting for retailers and marketplaces to consider—especially because they must frequently ask themselves whether their data is incomplete, out of date or just plain wrong.

## Solution

The powerful combination of DataKart and Verified by GS1 proved that trust and efficiency start with a valid ID.

## Benefits

Bigbasket and other Indian retailers and marketplaces are using DataKart and its global extension, Verified by GS1, to validate GTINs, check ownership of brands, get product updates from brand owners, analyse consumer preferences, prepare for growth, eliminate inactive GTINs from databases, cleanse their product catalogues and more.

Incorrect and incomplete product data is a real business problem everywhere, and India is no exception. The country has the fifth-largest economy in the world and is home to more than 1.3 billion people, so it goes almost without saying that there are an immense number and variety of points of sale and products available for purchase.

Since 2016, Indian brand owners have been using DataKart, a robust service provided by GS1 India, to assign GTINs to their products and share product data with trading partners.



### **A demand to verify products from around the globe**

Downstream from these sellers, however, retailers and e-tailers operating in India were frustrated by the fact that DataKart could only validate GTINs that had been attributed in India. In fact, about 15% of their queries returned no useful product information because the GTIN in question had been allocated by a GS1 Member Organisation somewhere else in the world.

This left a good portion of GS1 India's users unsatisfied. They wanted a service that could authenticate GTINs and provide information about products, no matter where in the world the GS1 GTIN had been issued.

And that's why GS1 India was one of the first GS1 Member Organisations to take advantage of the global reach provided by Verified by GS1. Their DataKart service connected to Verified by GS1 in June 2019, extending its product verification abilities to include GTINs from around the world.

Retailers and marketplaces like bigbasket are amongst the satisfied GS1 India member companies who are already taking advantage of the global reach of the data query services made possible by the Verified by GS1 extension of DataKart.



### **Accurate, up-to-date master data**

One main way in which Indian retailers take advantage of Verified by GS1 is to use its rich, high-quality product data to populate their master item data listings—and then keep them accurate and up to date.

In India, big global brand owners use DataKart to create GTINs that have six additional core product attributes associated with each of them: the product's brand name, its description, the URL of an image of the product, its GS1 Global Product Category (GPC) code, the net content and unit of measure, and the Country of Sale. Each product is also linked to the company to which the GTIN belongs.

Then Indian retailers like bigbasket use GS1 India's data query and verification services to create their product listings. Retailers receive a notification from DataKart if a brand owner ever changes a product attribute, and this lets them keep their master data accurate. Supplier relations are more efficient as a result.

Praveen Posina, Head of Content at bigbasket, is clear about the benefits to his company: "By checking GTINs in DataKart/Verified by GS1 before we onboard products, we can spot duplicate GTINs faster, and we have reduced catalogue errors by 80%, so our catalogue is much cleaner now. We can also list products faster, because most of the information is already uploaded to DataKart. This helps reduce duplication of work for brands. It's another great reason to reach out to brands to encourage them to use properly licensed GS1 GTINs".

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**Thanks to DataKart and Verified by GS1, we have reduced catalogue errors by 80%.**

—Praveen Posina, Head of Content, bigbasket

# Product data from GS1 is known to be trustworthy because it is provided by the brand owners themselves.

## Prepared for growth and expansion

Indian retailers also use the DataKart/Verified by GS1 combination as part of their plans to expand into new regions and new market sectors.

Most Indian retailers begin as regional chains. As their ambitions lead them to seek a national footprint, they must successfully open new brick-and-mortar stores or enable delivery to new cities and new geographical areas. One way they put luck on their side in these endeavours is to understand the demands, preferences and expectations of consumers in those other regions.

GS1 India's services can help by enabling retailers to understand what their competitors are doing. As part of a market benchmarking exercise, retailers compare their product portfolio to the offer of other sellers in a targeted region. They collect data from a range of sources, including market research firms and data aggregators, and then compare it against the product information available in DataKart/Verified by GS1.

GS1's data is considered much more trustworthy than the data from these other sources because of the simple fact that the information in DataKart/Verified by GS1 was provided by the brand owners themselves and because it successfully met the GS1 Registry Platform's validation rules. There is a widely recognised sense of trust in the data made available by GS1.

This same sort of benchmarking is also done by retailers looking to expand into new product categories—for example, from consumer goods into apparel, footwear or health & beauty. Product data can be analysed to identify the potential to capture a share in new sectors as well as new markets. It's an excellent source of understanding and insight into the competitive landscape.



## Benefits of Verified by GS1

### For Brands



Simplified listing process and faster time to market

### For Retailers



Reduced time and costs to gather and verify data

### For Consumers



More reliable product information



Data quality visibility and insights



Optimised business processes



Increased satisfaction and fewer returns

## About bigbasket

www.bigbasket.com (Innovative Retail Concepts Private Limited) is India's largest online food and grocery store. With over 60,000 products and over 1,000 brands in our catalogue you will find everything you are looking for. Right from fresh Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged products, Beverages, Personal care products, Meats—we have it all.

Choose from a wide range of options in every category, exclusively handpicked to help you find the best quality available at the lowest prices. Select a time slot for delivery and your order will be delivered right to your doorstep, anywhere in Bangalore, Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore, Vijayawada-Guntur, Kolkata, Ahmedabad-Gandhinagar, Lucknow-Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surat, Nagpur, Patna, Indore and Chandigarh Tri-city.

[www.bigbasket.com](http://www.bigbasket.com)

## About GS1

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy”. GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in 115 countries, 2 million user companies and 6 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

[www.gs1.org](http://www.gs1.org)

## About Verified by GS1

Verified by GS1 is a repository of product data that helps organisations answer the question: “Is this the product that I think it is”? Brand owners use Verified by GS1 to associate seven core attributes with each of their products: the product's GTIN, brand name, description, a URL of a product image, its GS1 Global Product Category (GPC) code, the net content and unit of measure, and the country of sale. With the help of Verified by GS1, brand owners, retailers and marketplaces can build rich consumer experiences that deliver trusted, brand-sourced product data, which drives confidence, satisfaction, loyalty—and ultimately, increased efficiency and growth for their businesses.

[www.gs1.org/verified-by-gs1](http://www.gs1.org/verified-by-gs1)

## Learn more

Visit: [www.gs1india.org/datakart](http://www.gs1india.org/datakart)



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