

ANNUAL REPORT

2025-2026





Rythu Sadhikara Samstha (RySS) through its Andhra Pradesh's Community Managed Natural Farming (APCNF) project reaches 1.8 million farmers across the state. One of the challenges has been establishing traceability to the natural farming produce reaching a buyer's hands truly comes from a certified natural farming field. Our partnership with GS1 India, supported by the Gates Foundation, has given us exactly this capability.

What began as a proof-of-concept in Kuppam has grown into a production-ready traceability infrastructure. Farmer identity, land records, crop data, and PGS certification – all drawn directly from our customised URVI database are now linked to every batch an aggregator creates and made instantly visible through a GS1 Digital Link QR code. A buyer or consumer scanning that code sees the complete farm-to-batch story: who grew it, where, and under what practices. For our farmers, this transforms natural farming from a trust-based claim into a verifiable reality.

For aggregators, it provides efficient tools to manage traceable procurement and batch creation. For buyers, it enables sourcing decisions with greater confidence through verified product provenance, and for consumers, it replaces years of built-up trust with a single QR scan showing the origin and journey of what they purchase. The platform has been designed with scalability in mind and lays the digital foundation for what comes next for RySS - traceability-linked market access and in time, carbon-credit and sustainability certification pathways for our farmers. We envisage GS1 India's standards and technical partnership will further establish stakeholder trust, improve market linkages, and create greater value across the natural farming ecosystem in the next phase of association.

T. Vijay Kumar, IAS (Retd.)
Executive Vice Chairman
Rythu Sadhikara Samstha





OUR MISSION

We support businesses in uniquely identifying products & locations, and share information in a structured and standardised manner. Our standards-based services enable digital transformation and enhance supply chain efficiency.



OUR VISION

Our vision is to create a world where every product has a unique identity, which enhances its visibility in the supply chain.



CORE VALUES



Neutral &
Not-for-profit



Trust &
Integrity



Global &
Local



Inclusive &
Collaborative





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MESSAGE FROM THE **PRESIDENT**

I am delighted to share GS1 India's Annual Report for 2025-26. As global commerce and technology continue to evolve, trusted standards have become ever more important in enabling transparency, resilience and efficiency. Our work this year has reinforced a core truth that standards are the foundation on which industry, government and society can build trust and sustainable growth.

A defining highlight was the GS1 General Assembly 2025, hosted by GS1 India in Mumbai for the first time since inception. Bringing together leaders from across the global federation and industry, the Assembly underscored India's growing role in shaping the future of standardisation. It also reaffirmed our shared responsibility to keep standards interoperable and aligned with national priorities such as patient safety and food safety.

At the Assembly, GS1 unveiled Vision 2030, a five-year plan focused on powering trust in data for everyone, everywhere. It calls for accelerating business value creation, addressing industry priorities, and delivering trusted identification solutions that ensure digital relevance. At its heart, Vision 2030 is about moving towards "One GS1" a unified approach that strengthens interoperability and builds confidence in product information worldwide.

India is on the journey to become a global hub for trade, with the government setting an ambitious target of USD 2 trillion in exports by 2031. Achieving this scale of growth will depend not only on industry competitiveness but also on the adoption of trusted global standards. By enabling unique product identity across borders and interoperable data exchange, standards accelerate market access and help exporters meet international expectations. They also enable regulators to act more quickly and businesses to respond faster to market changes.

Alongside data quality, safeguarding information is a top priority. GS1 has earned the ISO 27001:2022 certification, the globally recognised benchmark for information security management. This achievement reflects our commitment to protecting data, ensuring secure systems, and upholding the trust of all stakeholders.

Recent years have exposed how disruptions, amplified by geopolitical disturbances that interrupt trade routes and market access, have made transparency and traceability indispensable for preserving free trade and market stability. Global standards provide the framework to track products end to end, enabling businesses to respond more quickly, helping regulators safeguard public interest, and giving exporters the interoperable data and trust needed to enter new markets.

Artificial intelligence is rapidly becoming the backbone of modern commerce, reshaping how industries engage consumers and manage product information. Its potential depends on the reliability of the data it consumes. Trusted identification and interoperable standards are the foundation that ensures AI delivers meaningful and scalable outcomes. At GS1 India, this is a call to action to strengthen our role in providing structured, verifiable product data and to align closely with industry and government so that AI-driven solutions are built on trust and collaboration.

We have conducted pilot projects across diverse sectors to demonstrate how India can strengthen its value chains through the adoption of global standards. These pilots highlight ways in which standards improve efficiency, enhance transparency, and deliver measurable benefits to businesses and consumers alike. By showcasing real-world outcomes, we are building confidence in the role of standards as enablers of sustainable growth and competitiveness. Our work on traceability, digital labelling and product passports positions Indian industry to meet emerging global requirements while supporting sustainability and circularity.

Our engagement with government bodies, industry associations and technology partners has further strengthened.

Attention to national data infrastructure has remained a priority. Strengthening the national product data repository has improved how product information supports commerce, compliance and consumer trust. These efforts will focus on enabling MSMEs to compete by reducing trade frictions and reinforcing India's standing in global markets through interoperable, reliable data.

As an exemplary organisation for identification management and data registry, GS1 India is uniquely placed to support industry, regulators and technology partners in this transition. Equally important is our human capital. Our most enduring asset is our people; their sustained commitment and shared sense of purpose in driving progress have shaped every achievement this year. I congratulate the entire GS1 India team for their outstanding performance and unwavering dedication.

Under the leadership of CEO, Mr. S. Swaminathan, the organisation has advanced standards across diverse sectors. I also extend my sincere appreciation to the Management Board for their continued guidance and support. Together, we will continue to embed trusted product information as a public good that protects consumers and unlocks opportunities for India on the global stage.

Vimal Anand





MESSAGE FROM THE CEO

It gives me great pride to present GS1 India's Annual Report for 2025-26, a year defined by milestones and meaningful progress. Each achievement reflects our growing role in shaping trusted standards for industry and consumers alike, while strengthening India's position as a leader in global supply chain transformation.

The year witnessed GS1 India Forum 2026, "The Next Wave - Agile, Circular & Data-Driven," held in Mumbai in February. Industry stakeholders came together to deliberate on the future of standards, their relevance for connected commerce and the path towards Ambition 2027. A key highlight was the launch of our landmark industry report, "Uncovering the Hidden Cost of Poor Product Data in Indian E-Commerce." The study quantified the significant economic impact of poor product data, underscoring the urgent need for accurate, standardised information to drive efficiency, profitability, and consumer trust.

We continued to strengthen our services and platforms. The launch of DataKart 2.0 introduced enhanced master data management features, a Compliance Module, advanced reporting capabilities, and a better user experience through an upgraded UI/UX, making product data management more efficient and reliable.

The Smart Consumer App was revamped with revised functionalities, expanding its role in empowering consumers with authentic product information and helping

brands build stronger direct-to-consumer relationships. The ClickIt App gained traction as a simple, integrated tool for uploading catalogue-ready images directly into DataKart, ensuring accuracy and consistency in product listings.

We also organised a Solution Providers Meet as a platform for technology partners to align on solutions that advance traceability and identification, reaffirming our commitment to building transparency, interoperability, and resilience across supply chains.

Building on this, we initiated pilot projects in traceability, including meat traceability, applying GS1 standards across the supply chain to ensure product authentication, animal welfare compliance, and sustainable sourcing. Similarly, our partnership with a petrochemicals company introduced unit-level QR code serialisation to combat counterfeiting, while our association with MPPHSCL (Madhya Pradesh Public Health Services Corporation Limited) and CGMSC (Chhattisgarh Medical Services Corporation Limited) advanced pharmaceutical and medicine traceability, reinforcing trust in public health supply chains.

These initiatives demonstrate the versatility of GS1 standards in addressing diverse industry needs, from food safety and retail modernisation to healthcare and pharma compliance.

Another milestone was the inauguration of our new office premises in New Delhi in July 2025. Designed to foster collaboration and innovation, this modern workspace reflects our readiness for the future.

We focused strongly on acquiring new subscribers, with targeted outreach to SMEs and retailers. This effort delivered a substantial increase in new subscribers over the last fiscal year, as improved onboarding through DataKart enhancements and compliance support helped convert enquiries into subscriptions.

Alongside this growth, we strengthened our audit and survey mechanisms to safeguard the integrity of product data and ensure compliance with GS1 standards. By deploying store-level audits, we were able to identify and address misuse cases more effectively, while verification of company listings reinforced the reliability of our national product data infrastructure and built greater confidence among regulators, businesses, and consumers.

Equally important has been our focus on building a culture of innovation and knowledge-sharing. Keeping in mind the widespread adoption of AI across industry, GS1 India also ran internal initiatives such as the AI Meet, giving our teams a hands-on space to explore how artificial intelligence can be applied to department-wise use cases, sparking ideas and experimentation. These efforts are helping us translate emerging technology into standards-driven capabilities.

Externally, GS1 India remained engaged with industry and government stakeholders. Our participation in events related to smart packaging and the Digital Product Passport, along with continued collaboration with regulators and policymakers, reinforced our role as a strategic partner in advancing national priorities. By aligning our initiatives with the broader vision of Viksit Bharat 2047, we are contributing to India's ambition of becoming a global leader in digital transformation and supply chain innovation.

As we look ahead, our focus remains on enabling businesses of all sizes to embrace the GS1 Digital Link and move toward the vision of "One Product, One QR Code." Our journey continues to be powered by collaboration with industry, technology partners, and our dedicated team. Together, we are laying the foundation for GS1 Vision 2030 for wider market access and product listing across the supply chain, driving efficiency, consumer experience, patient safety, and sustainability through the circular economy. We advanced this vision by accelerating 2D barcode migration across FMCG, pharma, apparel, and fresh produce, and by enabling retail POS readiness for Ambition 2027.

I extend my heartfelt gratitude to our President, Shri Vimal Anand, the GS1 India Management Board, the GS1 global office, other member organisations, and the entire GS1 India team. The commitment and partnership of all stakeholders make it possible to transform standards into impact.

S. Swaminathan

About GS1

Bridging the physical and digital worlds to improve consumer experiences and patient safety

1+ Billion

Products Carry GS1 Barcodes



2+ Million

Companies Trust GS1 Standards



10+ Billion

Barcodes are Scanned Everyday

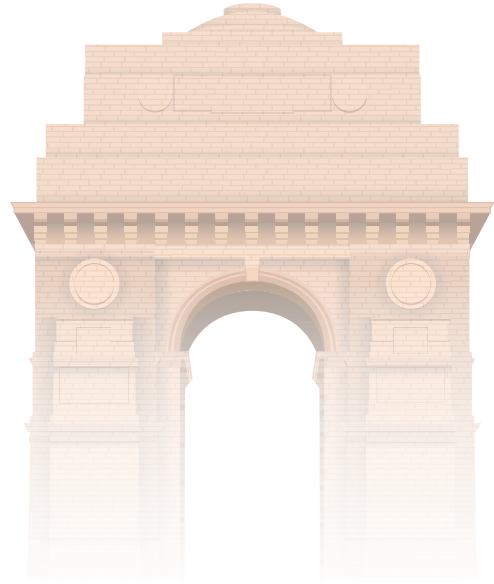


118 Member

Organisations



About GS1 INDIA



We are affiliated to GS1 Global

We work with the Government and Indian Industry to help them bring supply chain efficiency, product visibility and consumer safety with trusted data .



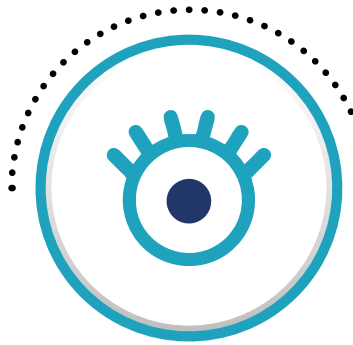
Sectors in Focus:



GS1



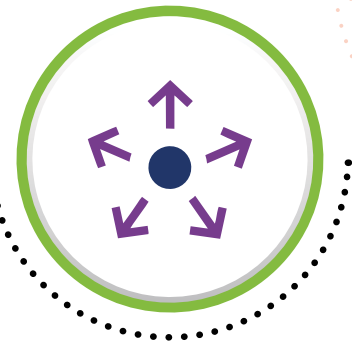
STANDARDS



Unique
Identification



Automatic
Data Capture



Information
Sharing



Real-time
stock
monitoring



Master data
management



Track & Trace
Solutions



Product
recall



Expiry
management



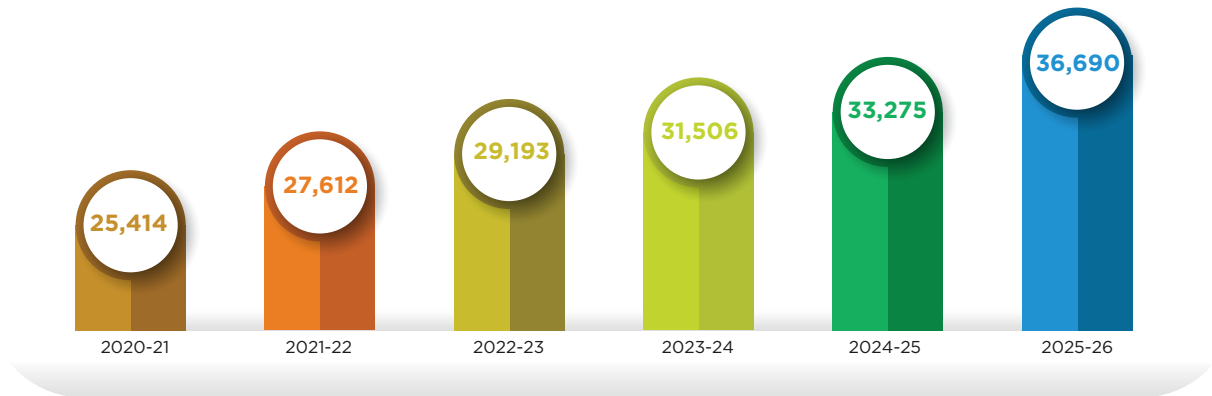
Rapid onboarding
for retail and
marketplaces



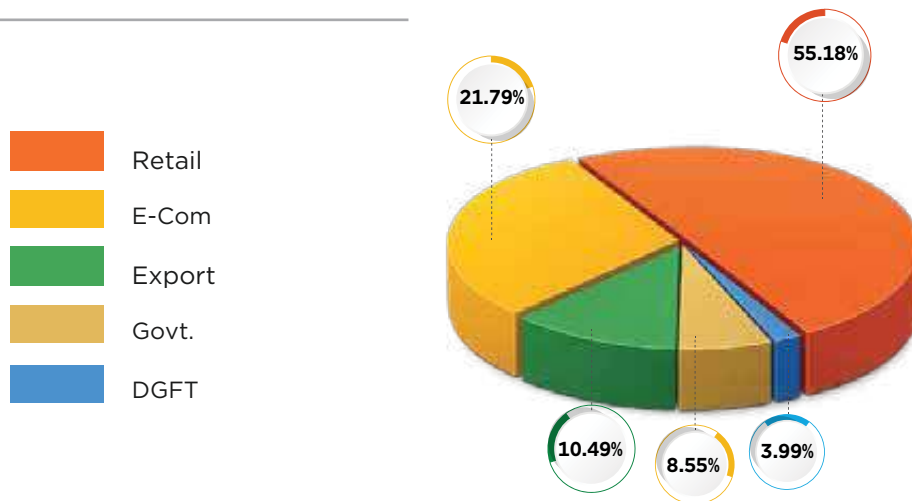
Product data
authentication
and counterfeit
detection



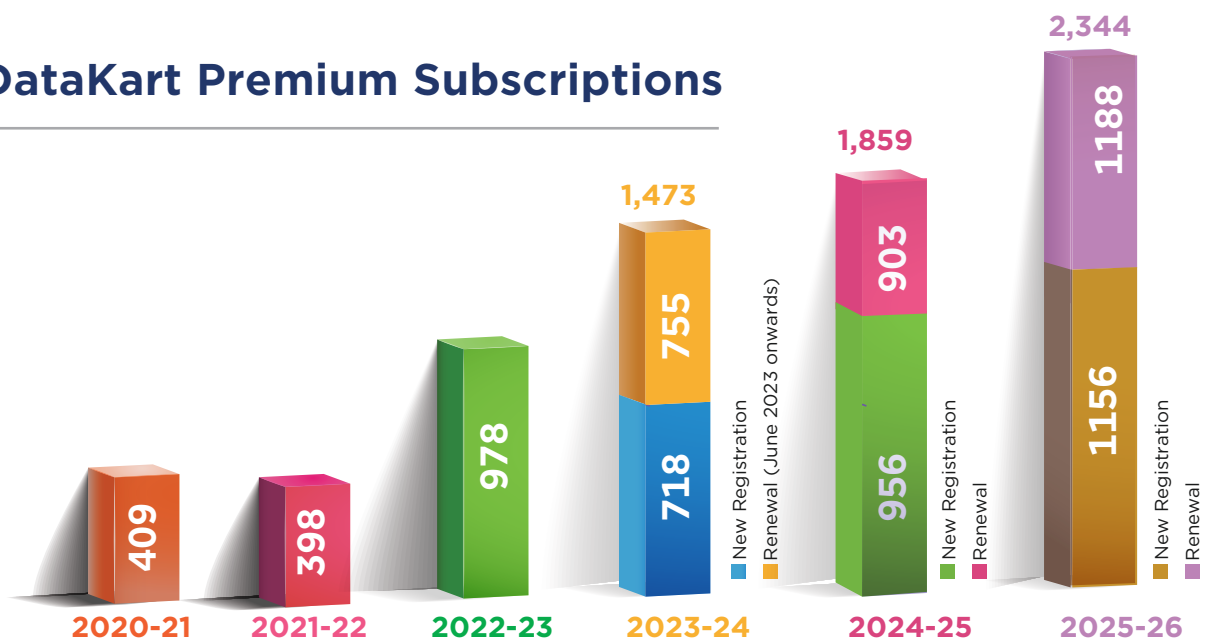
Growth in Barcode Subscriptions



Sectoral Contribution



DataKart Premium Subscriptions





S e r v i c e s

ALLOCATION OF GS1 Identifiers



GS1 India allocates unique and universal identifiers for products, assets, services, locations, documents, and more.

Standards Identifiers



At Plix, building consumer trust was as important as building great products. GS1 India gave us the infrastructure to do both — from standardised product identification through GTINs and centralised data management, to barcode implementation across our entire portfolio. The adoption of GS1 Digital Link QR Codes took this further, enabling product authentication, richer consumer engagement, and a more transparent, efficient supply chain. For any brand serious about scaling with integrity, GS1 standards are non-negotiable.

Akash Zaveri, Satiya Nutraceuticals Pvt Ltd
Co-Founder & COO

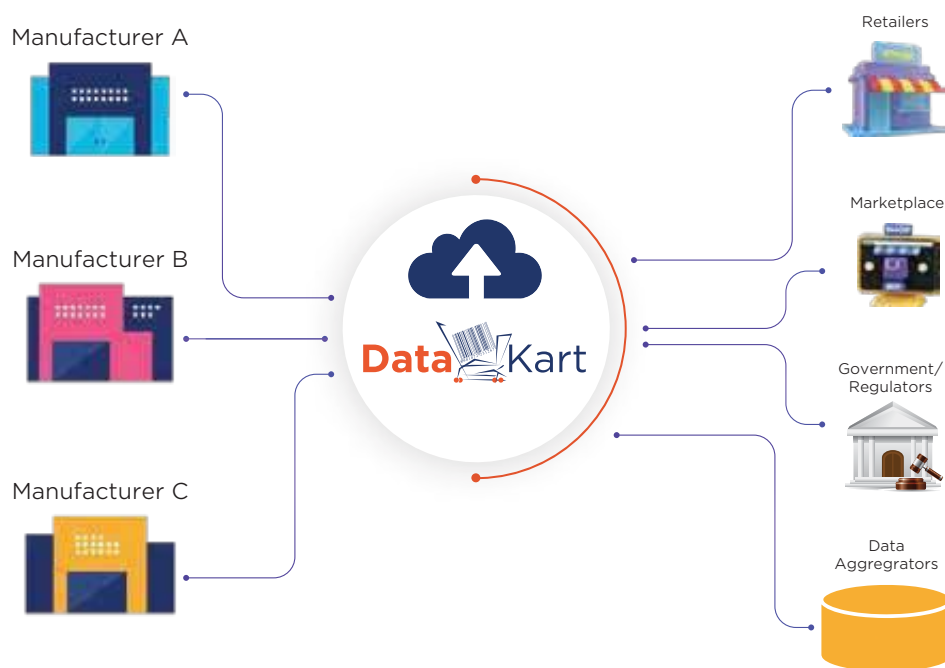


DataKart

Product data management

GS1 India's DataKart, also known as the National Product Data Repository, is a cloud-based service that enables brand owners to upload, store, manage, and update their master data in one place. It also serves as a single source of reliable product information for retailers, marketplaces and solution providers.

During the year, DataKart has been further strengthened with advanced features, including faster product search, print-ready 2D barcode generation, a Compliance Module, and a Reports Module. These enhancements were designed to make data sharing more accurate and better aligned with industry needs. By enabling businesses to manage product information with greater trust, DataKart continues to strengthen its role as a critical platform for transparency and compliance across India's supply chains.



DataKart centralised, cloud-based platform has streamlined how our teams manage and update product information. By enabling different departments to upload and edit data in one place, we've increased accuracy, minimised purchase order mismatches and improved order-to-delivery timelines. The availability of accurate SKU information has supported our supply chain, production and sales team in maintaining consistent product listing. This system has also helped us ensure that our retail partners receive timely and accurate product details when new items are introduced."

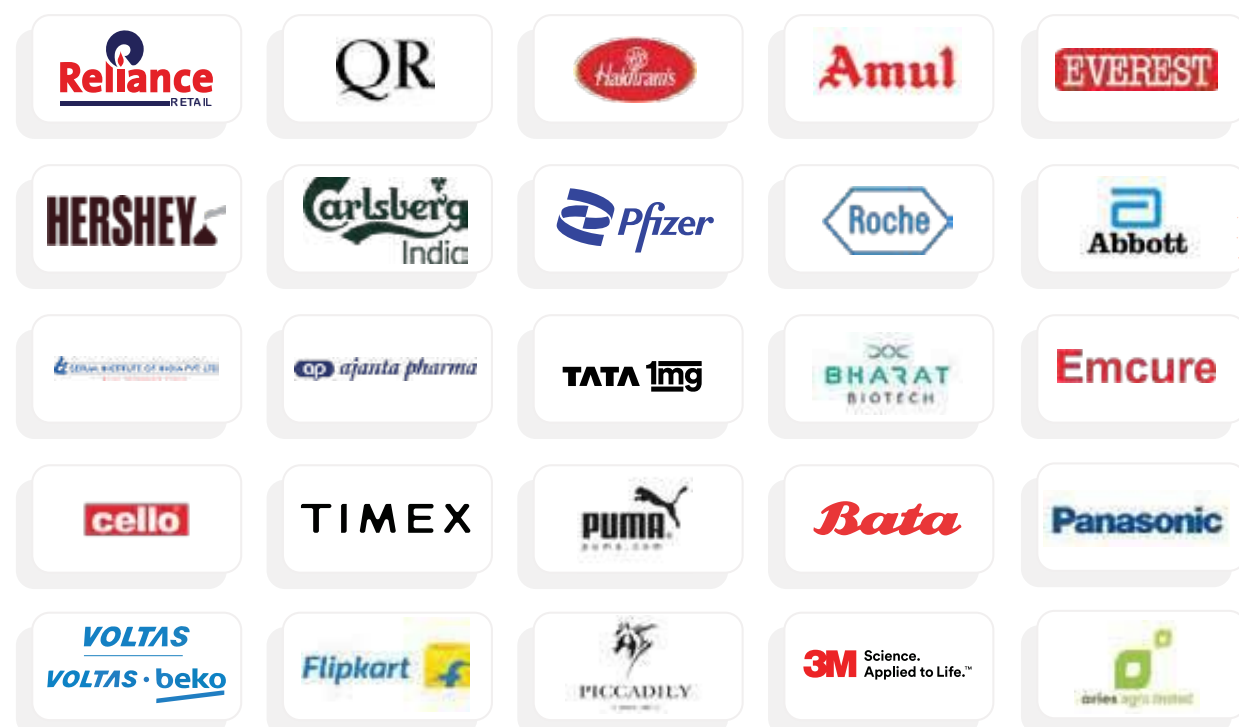
Yash Rathi
COO, Empire Spice



Sectors in DataKart



Some of the brands onboarded DataKart in 2025-2026



DataKart

Services

ClickIt App



ClickIt app is a smart, intuitive application developed by GS1 India to simplify product listing for businesses. It enables brand owners to capture, remove backgrounds, and instantly upload catalogue-ready product images directly to DataKart.

During the year, ClickIt app continued to gain traction for its ease of use and seamless integration, helping brands and retailers maintain accurate, consistent, and digital commerce ready product information more efficiently.

Barcode Verification



Barcode Verification service enables businesses to ensure their barcodes meet global standards and work seamlessly across all types of scanners, including smartphones. Each barcode is tested against key parameters, such as placement, size, print contrast, quiet zones, and background quality, as defined in GS1 specifications.

During the year, hundreds of 1D & 2D barcode samples were tested and verified, helping businesses reduce operational risks and costs while strengthening retailer and consumer confidence in product authenticity.

E-Cataloguing

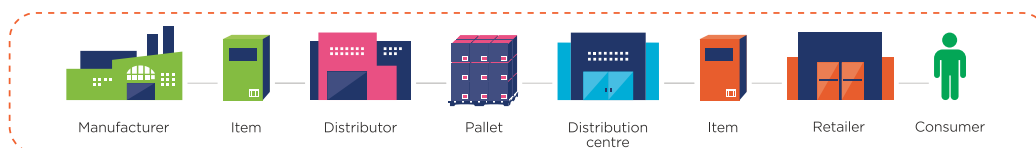


E-Cataloguing provides a comprehensive solution for managing product catalogues and images, tailored to both online and offline sales channels. The service ensures that digital images and product details adhere to GS1's global standards, enabling compatibility with major retailers and online platforms worldwide.





DataKart Trace is an advanced traceability service that enables track and trace of goods throughout the supply chain, offering near real-time visibility to event data to all trading partners across the supply chain. DataKart Trace has been upgraded to a new version marking a major step forward in enabling real time supply chain visibility based on the Global Traceability Standard (GTS). During the year, the service gained strong early adoption in Pharma, Fresh Produce and FMCG sectors. This momentum reflects growing industry interest in standardised track and trace solutions tailored to sector specific needs. It reinforced GS1 India's role in advancing transparency and resilience across supply chains.



GS1 India team has been an indispensable partner throughout our implementation journey, providing proactive guidance, expert consultation and continuous support. Their timely assistance enabled us to successfully meet all implementation timelines and adhere to statutory requirements related to digital linked QR Codes on API packaging.

GS1 India's consultancy and advisory services have also empowered us with greater visibility, accuracy and control over our product data. Their deep understanding of industry requirements and regulatory expectations has made the entire implementation process seamless and effective. We sincerely appreciate GS1 India's commitment, expertise and continued support in helping us achieve regulatory compliance and strengthen our product data management processes.

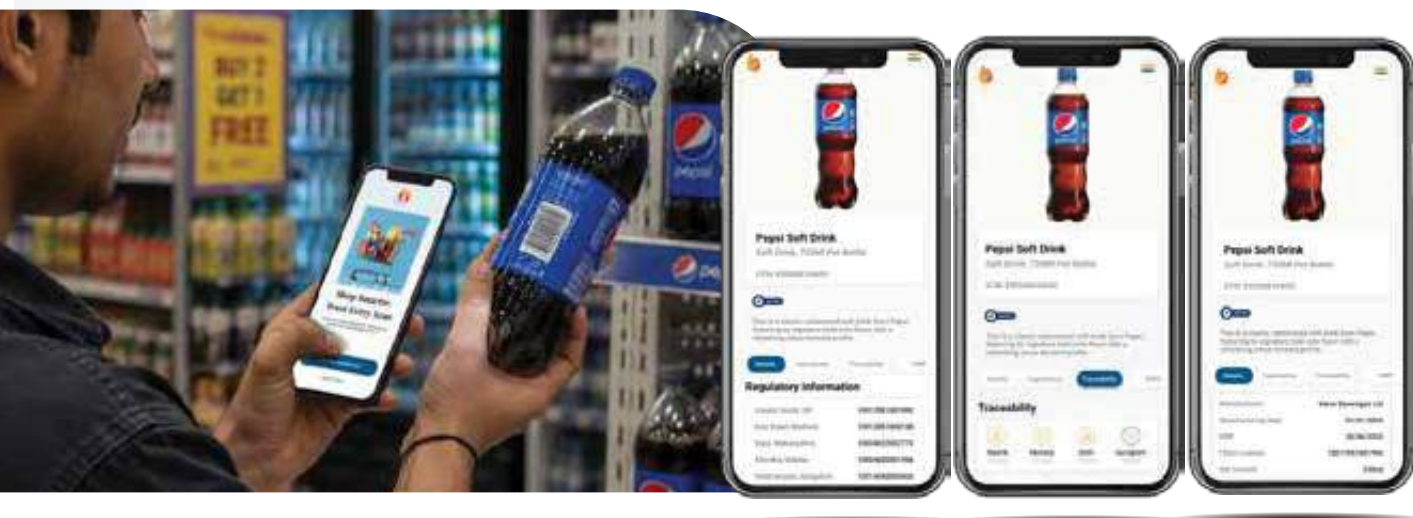
Tushar Pravinchandra Mistry, Chief Financial Officer
Alivus Life Science Limited



Smart Consumer App

Smart Consumer application is a web and mobile-based app that sources information of millions of products directly from DataKart. Through this app, brand owners are able to strengthen their market reach and credibility.

The App continued to lead GS1 India's digital services, expanding its role in empowering new-age consumers. By offering direct access to authentic product information sourced from manufacturers through DataKart, the app increased visibility and strengthened transparency. With features designed for authenticity and convenience, it helps consumers make informed choices while enabling brand owners to build direct-to-consumer (D2C) relationships, fostering trust and engagement.



Smart Consumer
App Powered by
DataKart



Download The App



GET IT ON
Google Play



Download on the
App Store



Major FMCG Companies using Smart Consumer App



Adopting GS1 DataKart has been an important step in ProV Foods' product digitisation journey. With our products available across leading modern trade and e-commerce platforms, maintaining accurate and standardised product information is critical to delivering a consistent brand experience. DataKart, along with product visibility through the GS1 Smart Consumer application, helps strengthen product validation, transparency and consumer confidence. We look forward to scaling this digital foundation across our portfolio to further enhance product data consistency and consumer trust across channels.

Pawan Chawda
Assistant Vice President
ProV Foods Pvt Ltd



Next-Gen Frontier of Barcodes



GS1 Ambition 2027 envisions the widespread adoption of 2D barcodes across industries in a standardised manner, enabling interoperability, compliance, and consumer engagement at scale. This migration is not only a technical upgrade but also a strategic shift towards smarter, AI-enabled supply chains, strengthening traceability and transparency.



We appreciate the opportunity to provide feedback regarding our experience with the GS1 application for managing barcodes and QR codes. This platform has significantly enhanced the efficiency, traceability, and accuracy of our product identification and supply chain management. We have implemented GS1 Digital Link-based QR codes on our dairy products, which has proven highly effective in meeting FSSAI requirements. This initiative has not only improved product traceability but also strengthened our regulatory compliance.

Ms. Chandrika, Assistant Director (Quality)
Karnataka Cooperative Milk Producers Federation Ltd





Projects

Meat Traceability Pilot

GS1 India initiated a pilot with BigBasket's 'Fresco' platform to track poultry and meat products from farm to packaging and retail. GS1 standards were applied to ensure product authentication and sustainable sourcing. By integrating blockchain-based traceability and interoperable identifiers, the project enhanced transparency, detected anomalies, and strengthened consumer confidence in branded meat products, showcasing the potential of standards to secure supply chains in one of India's fastest-growing food sectors.

The pilot demonstrated measurable benefits including improved farm monitoring, reduced mortality rates, and greater consumer trust in product quality.





Manali Petrochemicals for Product Authentication & Traceability

GS1 India partnered with Manali Petrochemicals to combat counterfeiting through unit-level QR code serialisation on the DataKart Trace platform. Each unit now carries a unique GS1 Digital Link QR code for OTP-based validation, revealing trusted product details and flagging suspect activities. The initiative has improved authentication, supply chain visibility, and brand trust, positioning the company to scale and leverage scan data for future regulatory readiness.

The project delivered benefits such as proactive counterfeit detection, streamlined batch and dispatch management, and enhanced transparency across the value chain.



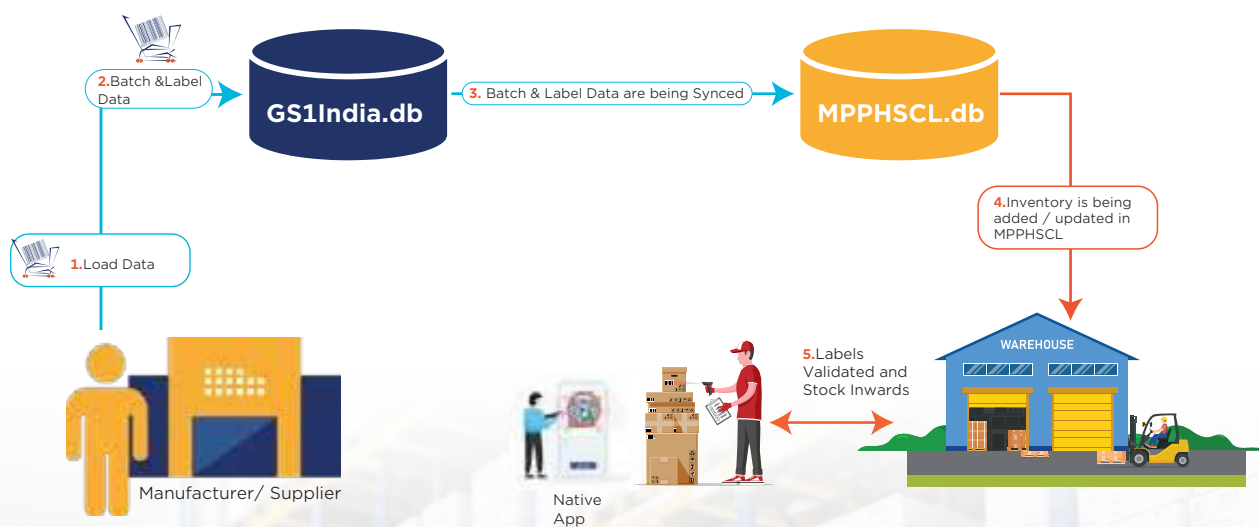


MPPHSCL - Pharma Compliance Labels

(Madhya Pradesh Public Health Services Corporation Limited)

GS1 India partnered with the Madhya Pradesh Public Health Services Corporation Limited to introduce barcode-based compliance labels for pharmaceutical supplies, ensuring accuracy, traceability, and regulatory compliance. Through the DataKart platform, manufacturers generate & upload standardised labels with product and location codes enabling batch-level traceability, and standardised reporting. The initiative improves visibility and strengthens trust in medicines supplied under public health programs.

Key benefits include accurate batch data entry, elimination of manual mismatches, and standardised barcode labelling across packaging levels for efficient distribution.

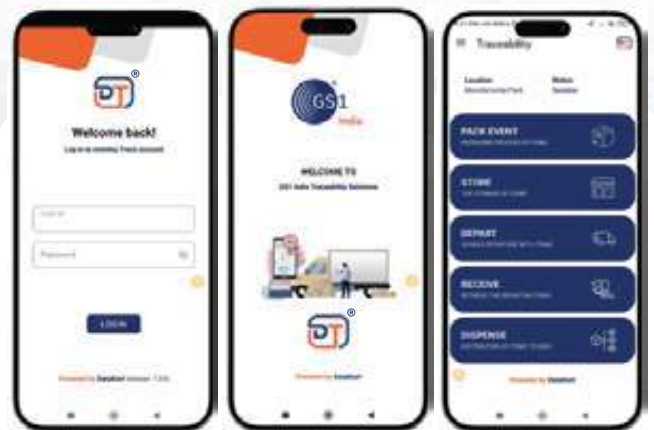
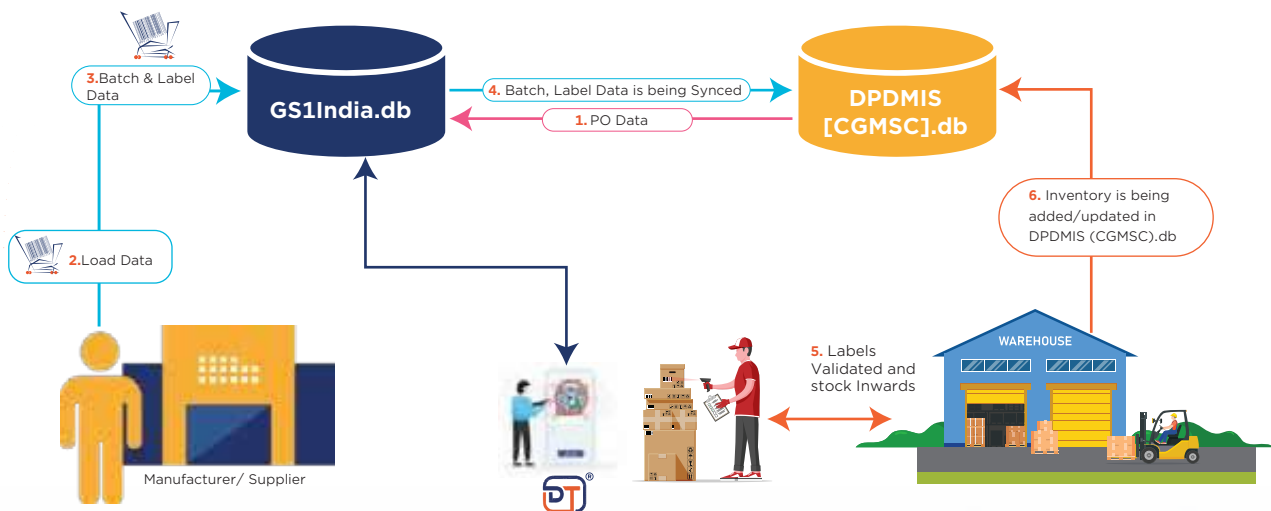




CGMSC - End-to-End Medicine Traceability

(Chhattisgarh Medical Services Corporation Limited)

Chhattisgarh Medical Services Corporation Limited implemented end-to-end medicine traceability using GS1 India's DataKart Trace platform. The platform is already live across 16 warehouses. It ensures efficient tracking of medicines from warehouses to hospitals and health centres, strengthening transparency and governance. It improves visibility of medicine flows, detects anomalies to prevent misuse and builds confidence in state-supplied medicines, while offering a replicable model for other states and sectors.



- DataKart Trace android app is being used for the inwards at CGMSC Warehouse to capture the following data:

- Unique product identification code (GTIN-Global Trade Item Number)
- Expiry date
- Batch no.
- Quantity
- Serial Shipping Container Code(SSCC)





Training & Events

POSH Training

GS1 India conducted POSH training aimed at educating employees on preventing and prohibiting sexual harassment in the workplace. This year the session was executed by Sneha Kala in November 2025, reinforcing our commitment to fostering a safe and respectful work environment.



Mindfulness Session

In December 2025, GS1 India hosted a workshop led by international trainer Mr. Ashish Kumar, focusing on mindfulness techniques to manage emotions, improve focus, and strengthen teamwork. The session highlighted building high-performance teams while enhancing productivity and resilience, reinforcing our commitment to a collaborative workplace culture.



AI Hackathon

GS1 India organised its first AI Hackathon to help every department explore how artificial intelligence could be applied to current processes. The initiative fostered collaboration, encouraged experimentation, and built an AI-first mindset across the organisation. Beyond mapping workflows, the hackathon delivered tangible benefits: teams identified opportunities for automated data validation and smarter supply chain operations. These solutions demonstrated how AI can reduce inefficiencies, improve accuracy, and enhance responsiveness.



AI Meet: Strategy and Plan

The off-site AI Meet, held in March 2026, brought together GS1 India leadership and technology experts to deliberate on the role of AI in shaping future organisation. The discussions explored applications in marketing, customer service and product data management. The Meet helped define a strategic roadmap for embedding AI into standards-driven solutions and strengthened industry partnerships. It brought all participants to a common consensus on how AI can enhance efficiency, resilience, and trust in supply chains.



New Office Inauguration

GS1 India inaugurated its new office in New Delhi, marking a milestone in its journey of growth and standards adoption. Strategically located, the modern workplace offers easier access for stakeholders and a collaborative environment for employees. The ceremony was attended by the GS1 India President and Board members, with the GS1 Global CEO joining virtually. As President Shri Vimal Anand noted, “the environment we work in shapes our energy and vision,” this transition reflects GS1 India’s readiness for the future.



Annual Event

GS1 India's annual rewards function was held at the close of 2025, celebrating the remarkable achievements and contributions of our team. The evening brought together inspiring minds, innovative ideas, and well-deserved recognitions, creating a vibrant atmosphere of appreciation and motivation. Beyond honouring individual excellence, the event reinforced our collective commitment to embrace new challenges, seize fresh opportunities, and continue our journey of growth and success together.





Awards

R E C O G N I T I O N

YEARS OF SERVICE



GS1 General Assembly, Mumbai

The GS1 General Assembly is the most important annual gathering of the GS1 global community, where leaders from member organisations come together to shape the future of standards and trusted data. It serves as the forum to review progress, set strategic priorities, and align initiatives across more than 90 countries. The Assembly provides a unique platform for collaboration, enabling industry and regulators to jointly address challenges of interoperability, digital transformation, and sustainability.

In 2025, GS1 India had the privilege of hosting the Assembly in Mumbai for the first time. This milestone event reinforced India's leadership role within the global federation and showcased the country's growing influence in advancing supply chain standardisation and trusted identification solutions.



Highlights:



Vision 2030

Trusted product data, digital transformation, sustainability



India's Leadership

GS1 India positioned as a driver of innovation in AI enabled supply chains, 2D barcode migration, and sectoral expansion into agriculture, healthcare, and technical industries.



Global Recognition

India's initiatives were acknowledged by GS1 Global leadership as critical to building resilient, transparent, and future ready supply chains.

The Assembly reaffirmed GS1 India's role as a strategic partner within the global federation, guiding initiatives towards trusted data and seamless interoperability.





AIDC Solution Provider Meet

GS1 India hosted the Solution Providers Meet in December 2025, bringing together CEOs and business leaders from across the AIDC ecosystem. The discussions were forward-looking, with a strong focus on the industry's upcoming migration from 1D to 2D barcodes at retail points of sale, a transformation set to redefine how product data is captured, shared, and leveraged across the value chain.



GS1 India Forum 2026, Mumbai

The biennial GS1 India Forum 2026 was held in February 2026 at Holiday Inn, Mumbai, bringing together over 200 CXOs and industry leaders from retail, FMCG, e-commerce, healthcare, pharma, and agriculture. The Forum focused on digital transformation, trusted data and the next wave of business innovation, with discussions centred on interoperability and traceability. Sessions included panel discussions on “One Product, One QR Code” and “Traceability as a Business Imperative”, along with case studies from leading companies such as Eli Lilly, Roche and Reliance Retail. The Forum also featured insights on emerging technologies, including smart packaging, AI and blockchain, as well as the GS1 India Excellence Awards, recognising outstanding implementations of GS1 standards.

A key highlight was the launch of GS1 India's industry report "Uncovering the Hidden Cost of Poor Product Data in Indian E-Commerce", which quantified the significant economic impact of poor product data and reinforced the role of GS1 standards in building trust and efficiency.





Workshop on Digital Product Passport (DPP) at the Tiruppur Exporters' Association (TEA)

GS1 India conducted a workshop on the Digital Product Passport (DPP) at the Tiruppur Exporters' Association (TEA) in Tiruppur, engaging members of the Association. The session highlighted key supply chain touchpoints and shared insights from GS1 India's fashion DPP pilot, demonstrating how global standards can streamline product identification, enable end-to-end traceability, support regulatory compliance, and foster eco-friendly practices.



PHDCCI's Track & Trace 2025: Smart Packaging Conference

GS1 India's CEO delivered the theme address at PHDCCI's 'Track & Trace 2025: Smart Packaging Conference', held in July in New Delhi. The conference, themed 'Empowering Transparency: Smart Packaging and Phygital Traceability for a Resilient Supply Chain', brought together industry leaders and policymakers to deliberate on the future of packaging in a consumer-first world. GS1 India highlighted how smart packaging, powered by dynamic 2D barcodes, IoT sensors, and global standards, is extending trust from the physical world into the digital ecosystem. The discussions underscored the importance of interoperability and open data exchange in building resilient supply chains, where every product can be traced, verified, and trusted across borders.



Digital Presence

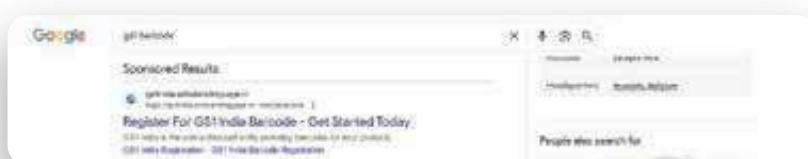
In 2025-26, GS1 India strengthened its digital outreach by sharing clear, practical insights on global standards across LinkedIn, Instagram, Facebook, YouTube, and other digital channels. These platforms featured concise articles, timely service updates, initiative highlights, and educational videos on subscriber-centric topics.

Interactive formats such as quick polls, carousel posts, and short reels, along with digital newsletters and feedback campaigns, helped keep audiences engaged and tailor content to industry needs. Targeted email campaigns highlighted upcoming webinars, case studies, and the latest enhancements in GS1 India standards and solutions.



On the SEO front, GS1 India expanded its presence on forums such as Quora and industry blogs, addressing common questions on GS1 implementation and e-commerce compliance. Thought leadership content further reinforced its position as a trusted source on product data quality, interoperability, and supply chain resilience.

Together, these efforts ensured that GS1 India's digital presence remained dynamic, informative, and closely aligned with the evolving needs of businesses and consumers in India's fast-changing digital economy.



Press Release



Indian e-commerce Loses Rs 5,000 Cr Yearly due to Poor Data: GS1 Data

Finance Outlook India Team | Friday, 27 February 2026

GS1 India has unveiled a first-of-its-kind industry study quantifying the economic impact of poor product data quality in India's fast-growing e-commerce ecosystem. Titled "Uncovering the Hidden Cost of Poor Product Data in Indian E-Commerce," the report estimates that inconsistent, incomplete, and inaccurate product information is leading to approximately ₹5,000 crore in annual revenue losses across India's e-commerce and quick-commerce landscapes.

Launched at the GS1 India Forum 2026 in Mumbai, the study developed in collaboration with Kanvic Consulting presents one of the most comprehensive economic assessments of product data governance in the country's digital commerce sector.

The findings reveal that poor product data quality results in nearly ₹2,000 crore in gross margin erosion and approximately ₹1,900 crore in return-related costs, highlighting significant financial exposure across the value chain. Based on a top-down economic model anchored in India's 2025 e-retail GMV, supported by SKU-level analysis and industry interviews, the report identifies systemic gaps rather than isolated operational lapses.

Publication: Finance Outlook India Team

Date: Feb 27, 2026

GS1 General Assembly 2025 was hosted in Mumbai by GS1 India

The gathering brings together global leaders, innovators, and delegates in a shared vision of data integrity and collaboration.

May 20, 2025



Represented by: [List of representatives]

Publication: EP News Bureau

Date: May 22, 2025

Next-Gen QR Codes to Replace Traditional Barcodes by 2027: GS1

The global standards body GS1 plans to introduce advanced QR barcodes from 2027 to enhance product traceability, consumer trust, and supply chain efficiency. Currently being tested in a few countries including Australia, these digital codes are expected to be implemented in India.

May 21, 2025 12:52 pm

Next-Gen QR Codes to Replace Traditional Barcodes by 2027



Publication: Adda247

Date: May 21, 2025

New generation barcodes to go live from 2027: GS1

Currently being tested in three countries, the QR codes will be rolled out in India depending on the preparedness of manufacturers, said top GS1 executives.

May 19, 2025 10:45 am

For information



Publication: The Hindu Bureau

Date: May 19, 2025

India's ₹5,000 Crore Digital Blind Spot: Why Product Data Quality Is E-Commerce's Next Frontier

March 03, 2026



Publication: Business World

Date: March 03, 2026





Global Developments

The Core Relevance of Trusted Identification and Data in an AI-Driven World

Artificial intelligence is reshaping how industries engage consumers, comply with regulations, and optimise supply chains. Yet, its power depends on one critical factor: the quality and trustworthiness of the data it consumes. At this crossroads of consumer engagement, regulatory compliance, and AI disruption, GS1's role as a global standards organisation has become more vital than ever. Fifty years after the barcode transformed product identification, GS1 is carrying that same spirit of innovation into an AI driven world. In this new era, trusted identification and structured, interoperable data are the foundations that unlock AI's full potential. Proof of data provenance, quality, and integrity is now the currency of trust. GS1's global standards provide the identifiers, frameworks, and interoperability needed to ensure AI delivers value to consumers, regulators, and businesses alike. By embedding trust into every transaction, GS1 is enabling industries to harness AI responsibly - ensuring speed, personalisation, and efficiency are built on a foundation of transparency and collaboration.



GS1 Brings Trusted Medicine Information to Smartphones Through Collaboration with Google

GS1 has announced a breakthrough that extends the power of the GS1 DataMatrix to every smartphone, in collaboration with Google. Using tools such as Google Lens, patients, caregivers, and healthcare professionals can now scan medicine packs directly with no separate app required, and instantly access trusted product information from manufacturers or authorised data providers. This innovation bridges the gap between trusted medicine data and everyday access, empowering patients with clarity and confidence at critical moments. Clinicians gain a simpler way to confirm medicines, while manufacturers and regulators benefit from a consistent channel to deliver information directly to end users. Beyond patient safety, the shift toward digital access to electronic leaflets (ePILs) supports sustainability. In the United States alone, printed medicine leaflets account for the loss of roughly 12 million trees annually. By enabling digital transparency, GS1 and Google are reducing waste while modernising healthcare communication.

This milestone advances GS1's Vision 2030 for interoperable and trusted healthcare data. A symbol already printed on billions of medicine packs now serves as a direct point of access, transforming the barcode into an active safety tool and ushering in a new era of patient empowerment and global medicine transparency.





GS1

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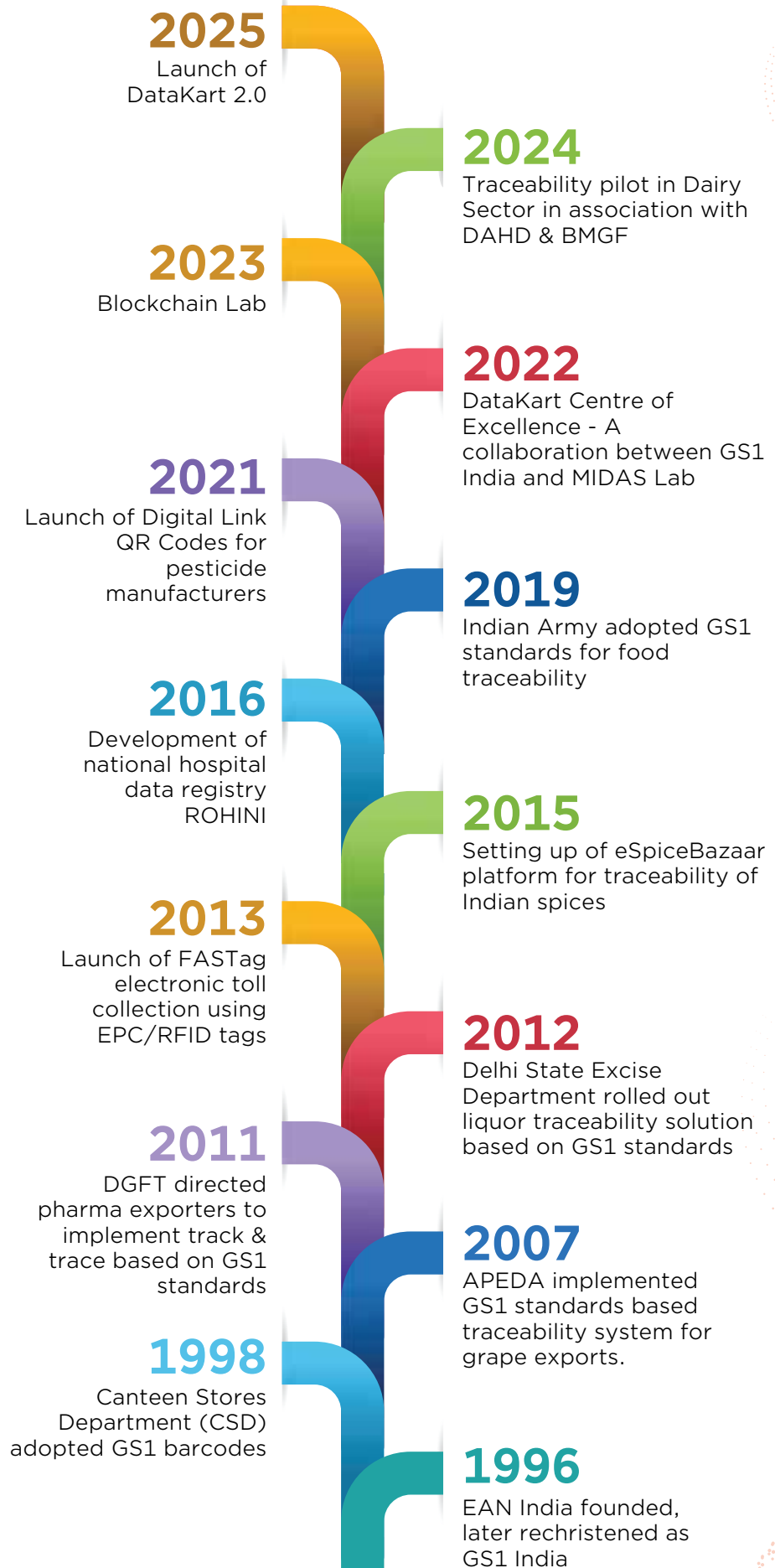


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Milestone of GS1 India





BG00, Ground Floor, Tower B, World Trade Center,
Nauroji Nagar, New Delhi 110029

T: +91 (11) 42 890 890

E: info@gs1india.org

W: www.gs1india.org



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