
NIFR

7th August, 2026



National Industry Forum For Retail



Brings together **Manufacturers** from the Food/FMCG industry, along with **Retailers and Online Marketplaces**.



Key Focus Areas:

-  Supply chain collaboration for 2D barcodes
-  Product Data definition standards
-  Best practice sharing and standardization for CX
-  Seamless Omni channel consumer experience



To build a more efficient and consumer-centric retail ecosystem

National Industry Forum For Retail

Who Should Join & Why



Retailers & Modern Trade -

Be 2D-ready at POS before 2027; lead FEFO & recall

Challenges

- Poor data quality
- Inconsistent barcodes
- Low 2D readiness
- Visibility gaps

Why Join NIFR

- Standardised data
- 2D roadmap
- Better visibility
- Lower friction



FMCG & CPG Brands -

One label for all channels; unlock consumer engagement

Challenges

- Listing delays
- Barcode errors
- Regulatory pressure
- Traceability gaps

Why Join NIFR

- Faster on boarding
- Compliance alignment
- Traceability boost
- Brand protection



POS / ERP / Scanner Vendors -

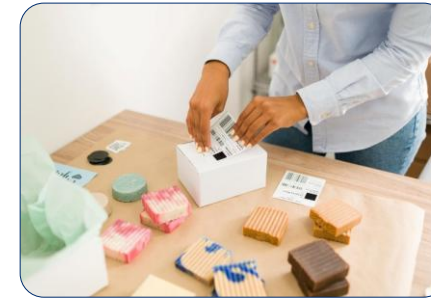
Certify 2D readiness; shape India's interoperability spec

Challenges

- Legacy systems
- 2D unpreparedness
- Fragmented specs
- Retailer demands

Why Join NIFR

- 2D upgrade path
- Tech alignment
- Market expansion
- Preferred partner



Packaging & Print Vendors -

Migrate clients to 2D; build new value-added services

Challenges

- Barcode quality issues
- Reprints/rework
- 2D confusion
- Artwork errors

Why Join NIFR

- Standards clarity
- 2D readiness
- Reduced rework
- Industry visibility



Marketplaces & Platforms -

Improve product data quality; reduce catalogue duplication

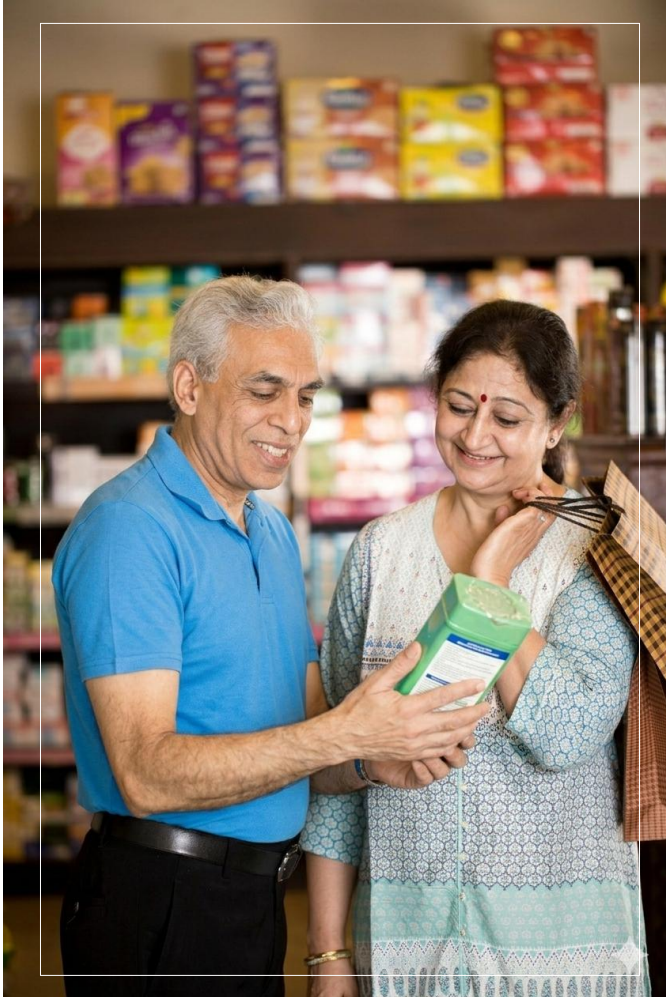
Challenges

- Incorrect listings
- Seller inconsistencies
- High return rates
- Fraudulent products

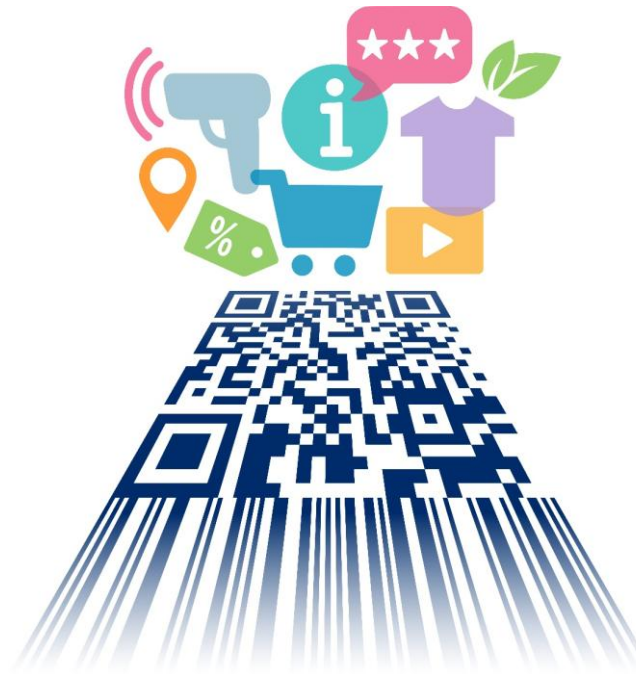
Why Join NIFR

- Verified GTINs
- Clean listings
- Lower returns
- Trusted identity

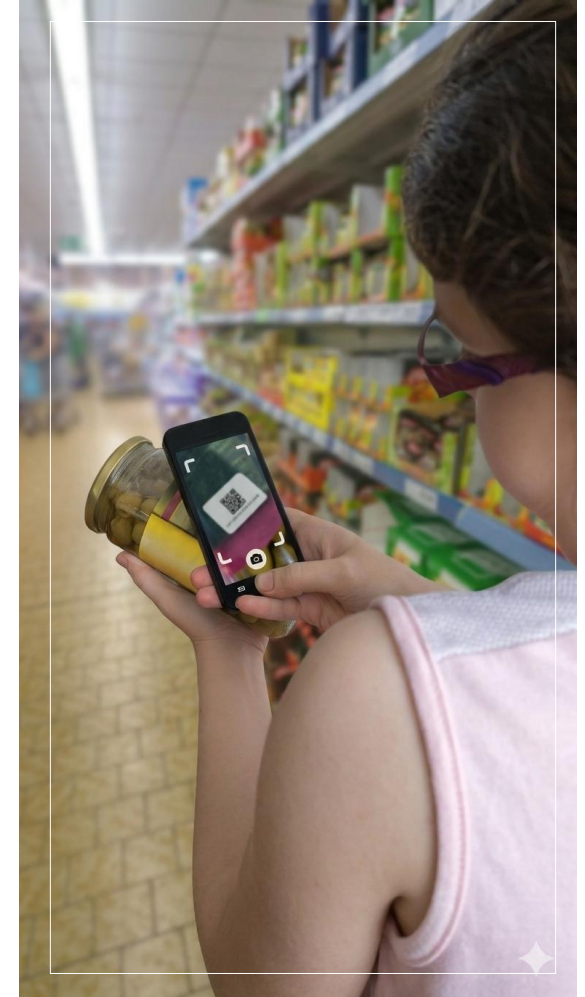
Ambition 2027: One Scan Infinite Opportunities



Discover how next-gen barcodes enhance consumer experiences & drive new business growth



A New Dimension in Barcodes



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India's platform for the 1D→2D Barcode Migration — one QR powering POS, compliance, consumer trust & beyond

The world is moving from 1D barcodes to GS1 Digital Link 2D — one QR that carries GTIN, batch, expiry & serial.

Ambition 2027: all major retail POS must accept 2D. EU Digital Product Passport & FDA DSCSA are already live.

India's inflection point: Product identity, FSSAI QR labelling in draft, ₹6.4L Cr ecommerce needs clean data.

NIFR unites industry now to shape the migration roadmap before it is imposed.

Who Should Join & Why

- ❖ **Retailers & Modern Trade:** Be 2D-ready at POS before 2027; lead FEFO & recall
- ❖ **FMCG & CPG Brands:** One label for all channels; unlock consumer engagement
- ❖ **POS/ERP/Scanner Vendors:** Certify 2D readiness; shape India's interoperability spec
- ❖ **Packaging & Print Vendors:** Migrate clients to 2D; build new value-added services
- ❖ **Marketplaces & Platforms:** Improve product data quality; reduce catalogue duplication



India's 2D Moment - The NIFR Platform



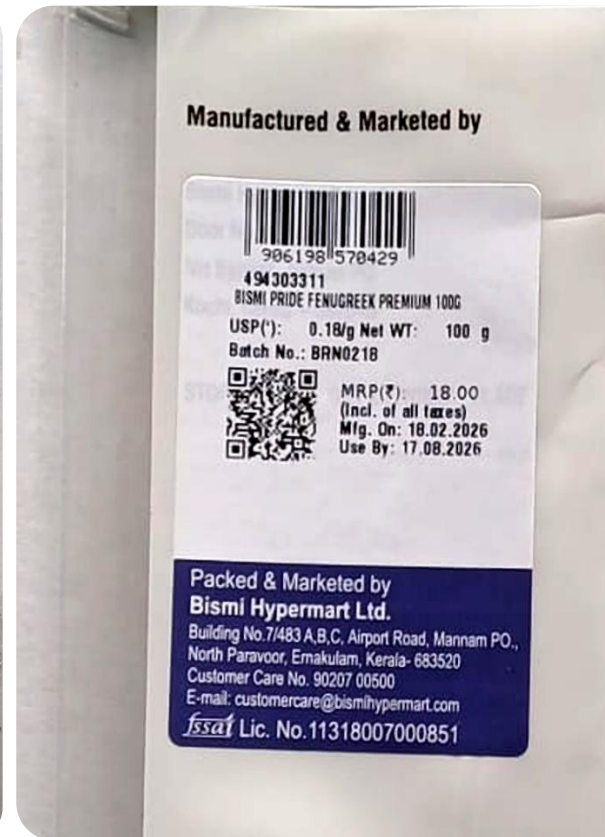
National Initiative for Future Retail: A multi-stakeholder industry forum to drive India's 1D → 2D Migration

NIFR WORK GROUPS — Industry Collaboration to Accelerate India's 2D Migration

WG1 POS & Technology	WG2 Product & Master Data	WG3 Consumer Experience	WG4 Regulatory & Compliance	WG5 FMCG & Brand Adoption
MEMBERS ▪ Retailers ▪ POS Solution Providers ▪ ERP Vendors ▪ Scanner Manufacturers	MEMBERS ▪ Brands ▪ Retailers ▪ Marketplaces	MEMBERS ▪ Brands ▪ Private Label Brands ▪ Retailers Marketplaces	MEMBERS ▪ FSSAI ▪ Recall Readiness ▪ Plastic Waste ▪ Deposit Return	MEMBERS ▪ FMCG Brands ▪ Printer Companies ▪ Packaging Vendors
FOCUS 2D scanner readiness, POS software updates, checkout speed benchmarks	FOCUS GS1 Digital Link data architecture, GS1 Net enrichment, data standards	FOCUS Scan-to-engage journeys, loyalty integration, sustainability storytelling	FOCUS Label guidelines, batch recall workflows, DRS pilot, regulatory mapping	FOCUS Print readiness, packaging spec migration, brand onboarding program

Join NIFR — Nominate your organisation's representative to the relevant Work Group today

Pilot @ Bismi [Reliance Retail]



- **2D barcode implementation at Reliance Retail include:** Product identification plus Batch No, Expiry date and MRP
- Implementation planned ahead for all vendors

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The Pitch

- ❖ The world is moving from 1D barcodes to GS1 Digital Link 2D — one QR that carries GTIN, batch, expiry & serial.
- ❖ Ambition 2027: all major retail POS must accept 2D. EU Digital Product Passport & FDA DSCSA are already live.
- ❖ India's inflection point: Regulators needs product identity, FSSAI QR labelling in draft, e-commerce needs clean data.
- ❖ NIFR unites industry NOW to shape the migration roadmap before it is imposed.

Advantages of 2D Barcode



POS Checkout

FEFO-aware, faster scan, live price



FEFO & Inventory

Expiry-first dispatch, waste cut



Authentication

Anti-counterfeit, brand protection



Loyalty Programs

Scan-to-earn, personalised rewards



Consumer Engagement

Recipes, origin, allergens via scan



Recall & Alerts

Batch recall, targeted notices



Sustainability

Carbon, recyclability, origin data



Regulatory Compliance

FSSAI, DSCSA, EU DPP, BIS ready

JOIN THE MOVEMENT

Be a Member of NIFR

India's national forum for the 1D → 2D barcode transition — shaping the future of retail, compliance & consumer trust

To join NIFR or learn more — contact
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www.gs1india.org