

Your suppliers are slowing you down. We fix that.

Mirchi Labs works directly with your supplier base to handle item setup, product data, portal submissions, and compliance — so your team stops absorbing operational work and focuses on growing the category.

THE PAIN Category Managers, Buyers, Retailers, distributors, and independents feel at least two of these.

Incomplete data

Suppliers send partial sheets — missing attributes, wrong image specs, no spec sheets.

Retailer-specific rules

Every portal wants a different schema, format, and validation pass.

Your team absorbs it

Buyers and category teams end up chasing corrections and resubmissions.

Delays cost revenue

Items sit unlisted while the shelf, the promo, and the reset date move on.

HOW MIRCHI LABS SOLVES IT We work directly with your supplier base, so your team doesn't have to.

Supplier onboarding

Vendor setup · item setup · attribute completion · category requirements · portal submissions · error corrections

Vendors go live without your team in the loop.

Product content

Attribute enrichment · descriptions · titles · images · digital assets · spec sheets

Retailer-ready content on first submission.

Retail compliance

Required attributes · data validation · image compliance · GS1 support · retailer-specific formatting

Rejections fixed on a 24-hour SLA.

Catalog management

New SKUs · product updates · seasonal refreshes · image replacements · discontinued items

Priced per SKU, per retailer. Only for items that go live.

01 Supplier submits incomplete data

02 Mirchi team absorbs the back-and-forth

03 Mirchi Labs takes over execution

04 Products go live. You grow the category.

You approve the brands. We handle everything that happens next.

Together we help suppliers launch faster and reduce the operational burden on your team.