

BUREAU OF INDIAN STANDARDS
(Central Marks Department II)

Our Ref.:CMD II/16:14543

2001 06 29

Attention of all ROs/BOs is invited to Clause 8.2 on the labeling prohibitions as per IS 13428:1998 specification of Packaged Natural Mineral Water and 14543:1998 specification for Packaged Drinking Water (other than Packaged Natural Mineral Water) and also earlier circular letter of even number dated 2001 05 14 regarding the use of words such as `pure`, `crisp` and `refreshing` on the labels of the above mentioned products. We have to ensure that labels approved are in line with guidelines given in Clause 8 of the relevant standard and also circular letter referred above. This also requires ensuring that the marking does not violate Rule 37 of PFA Rules, 1955 which is reproduced below:

“A label shall not contain any statement, claim, design, device, fancy name or abbreviation which is false or misleading in particular concerning the food contained in the package or concerning the quantity or the nutritive value or in relation to the place of origin of the food”

Ministry of Health and Family Welfare (PFA) has specifically objected to the use of words `Pure`, `Crisp` and `Refreshing`. Since the guidelines were not very clear, some of the branches had approved the labels which are not in line with the requirements stated above.

Considering the difficulties expressed by the licensee in their representations it has been decided that such labels may be permitted to be used for a period of 3 months commencing from 29 June 2001 or present inventory of labels is exhausted, whichever is earlier.

In case of manufacturers having their manufacturing activity at more than one place and using the same brand and same labels which had been earlier approved by BIS may be permitted to use the same labels for the period given in para above (branches to ensure copy of earlier approved labels).

(P.P. Malik)
D&H(CMD-II)

Circulated to all ROs/BOs

ADGM may please see before issue.