

CENTRAL MARKS DEPARTMENT – II

Our Ref: CMD-II/16:14543

25 09 2001

It is in continuation to our earlier circular letter of even number dated 13 August 2001 and the discussions had with DDGW relating to Packaged Drinking Water in cups. In this context ROs/BOs may permit the packing in cups if the cup and cap are made of material permitted under Clause 7 of IS 14543. In case of aluminium foil, if used, for sealing it shall be laminated with the material stipulated under Cl. 7 of IS 14543.

Regarding use of words like 'Pure' we have received letter dated 24 Sept 2001 from Directorate General of Health Services, Nirman Bhawan, New Delhi, the content of which is reproduced below:

“The word 'Pure' has been used in PFA Rules to mean something that is not an imitation, and it will now be difficult to allow that word to be used in the context of a product that conforms to PFA standards, since any product that is in accordance with PFA standards cannot be treated as purer than others that also comply with the same standards.

The implementation of the standards for mineral water and packaged drinking water have just got underway and the situation is even fluid with many of the existing manufacturers of both these products still in the process of complying with the requirements laid down by BIS. Similarly, the consumers are also still in the process of understanding the difference between these products.

Under the circumstances, the use of such terms which do not appear to be specifically relevant to any one product in the packaged drinking water category exclusively, could further mislead the consumers.

For these reasons, it is not possible to allow the industry to label their packaged drinking water as 'pure'. However, considering the difficulties expressed by the licensee such labels may be permitted to be used till 31 December 2001. This may be considered as a final extension of time. All BIS offices may be informed accordingly”.

It is for information and compliance please.

(O.N. Srivastava)
DCM-II

D&H(CMD-II)
Circulated to all ROs/BOs