

BUREAU OF INDIAN STANDARDS  
(Central Marks Department II)

Our Ref.:CMD II/16:14543

2001 12 20

It is in continuation of our earlier circular letter of even number dated 29 June 2001, 6 September 2001 and 25 September 2001 vide which words like `pure, crisp and refreshing` were permitted for use on the label for Packaged Drinking Water as per IS 14543:1998 till 31 December 2001.

In the above context, clarification has been sought from the Ministry of Health and Family Welfare for use of word `purified` instead of `pure` on the request made by out licensees Reply from the Ministry is still awaited. However, some of our licensee like M/s. Hindustan Coca Cola Beverages Pvt. Ltd. has agreed to drop the word `pure` from the label to avoid any disruption in production and supply of Packaged drinking water in absence of any clarification/decision from the Ministry.

Since existing permission is valid up to 31 December 2001, therefore, use of word `Pure` shall not be permitted after above mentioned date and modified label in such cases may be approved in line with guidelines given in Clause 8 of IS 14543:1998. The decision for use of the word `purified` will be taken and communicated to you as soon as the clarification is received from the Ministry of Health and Family Welfare.

( O.N. Srivastava)  
DCM-II

D&H(CMD-II)

Circulated to All ROs/BOs