

भारतीय मानक ब्यूरो
(केंद्रीय मुहर विभाग-III)

हमारा सन्दर्भ : सी एम डी - III/16 : सीमेंट

28 अगस्त 2020

विषय : सीमेंट बैग / पैकेज और विज्ञापन में भ्रामक दावे

इसे उपरोक्त विषय का संदर्भ प्राप्त है।

सक्षम प्राधिकारी का उपरोक्त संदर्भ में अनुमोदित परिपत्र संलग्न है।

सभी शाखा कार्यालयों से अनुरोध है की उपरोक्त परिपत्रका अनुपालन तत्काल प्रभाग से सुनिश्चित करें।

(आशीष कुमार कंठर)
वैज्ञानिक-सी(सी एम् डी - III)

प्रमुख (सी एम डी- III)

सभी क्षेत्रीय /शाखा कार्यालय

BUREAU OF INDIAN STANDARDS
(Central Marks Department-III)

Our Ref: CMD-III/16 : CEMENT

28 August 2020

Subject: Misleading claims on Cement bags/packages and in Advertisement.

This has reference to the subject mentioned above.

The circular approved by the competent authority on the above subject is enclosed.

All BOs are requested to ensure the implementation of the above circular with immediate effect.

(A K Kanar)
Sc-C (CMD-III)

Head (CMD-III)

Circulated to: All ROs/BOs

CENTRAL MARKS DEPARTMENT-III

Ref: CMD-III/16: CEMENT

28 August 2020

Subject: Misleading claims on Cement bags/packages and in Advertisement.

1. This has reference to the subject mentioned above.
2. (a) Manufacturers are making various objective claims such as "**Protect Steel in Concrete**", "**Protect Concrete from Corrosion**", "**Corrosion Resistant**", "**Weather Proof**", "**Damp Proof**" etc. for describing their product. These objective claims are not prescribed and not verifiable as per the relevant Indian Standard for the product. Manufacturers are also making various subjective claims such as "**Stronger**", "**High Performance Cement**" etc. which are also not backed by the relevant Indian Standard. Some of the claims may even form a part of the Registered Trade Mark of the manufacturer.

(b) All such claims, either through bags/packages or advertisements, are likely to mislead the consumers about the Quality of the product.
3. In order to curb such instances of misleading information, the following has been decided:

(a) For all such objective claims, manufacturers shall be advised to refrain from making any such claims through bags, packages, advertisements, hoardings, pamphlets, sales promotion leaflets, price lists or the like.

(b) For all such subjective claims, manufacturers shall explicitly indicate that such claims are not covered under the Scope of BIS Licence granted to them and the responsibility of such claims lies with them.
4. (a) It is also observed that manufacturers who are holding BIS licences at different manufacturing premises, do not give reference to Indian Standard or Licence Number along with the Standard Mark while issuing corporate advisements. Any such instances where the Standard Mark does not carry the Licence Number and reference to Indian Standard may cast doubt in the minds of the public about the authenticity of the Standard Mark. It is prudent to make the consumers aware about the place from where they can access the details of the licences held by the manufacturer.

(b) For all such cases, the manufacturers shall indicate in the advertisement that the complete information on the licences held by the manufacturer can be obtained from BIS website www.bis.org.in.

(c) All licensees shall be informed that while using Standard Mark on bags/ packages/ advertisement, complete details such as IS number and CM/L number shall be clearly marked along with Standard Mark. However, corporate advertisements may be dealt as per (a) and (b) above.

5. While approving marking details/design of cement bags, BOs shall take note of the above for compliance.

6. BOs may inform the above provisions to all licensees/ applicants within 7 days and follow up with them for implementation through VC meetings.

7. The above guidelines shall supersede any other earlier guidelines issued in the matter.

8. This issues with the approval of DG, BIS.

(A K Kanar)
Sc-C (CMD-III)

Head (CMD-III)
DDG (Certification)

Circulated to: All BOs/ROs – For implementation please.