

BUREAU OF INDIAN STANDARDS
(Jaipur Branch office)
REPORT OF DISCREET INVESTIGATION

Complaint Ref:P-18757

Date:04-10-2024

1. **Date of Complaint:**22-07-2024
2. **Name of Complainant (with address):**Sh. Jamak Lal, 9829042994
3. **Type of complaint:** Misuse of ISI mark
4. **Reasons for carrying out the visit:** Discreet Investigation at M/s Ellevate Beverages, Kishanpura, Ghanoli, Dabok, Udaipur and 43, Vrinda Vihar, Ayad, New RTO Road, Udaipur
5. **Location/area visited:** , Kishanpura, Ghanoli, Dabok, Udaipur and 43, Vrinda Vihar, Ayad, New RTO Road, Udaipur
6. **Findings during the investigation (along with enclosures, if any):** During the visit at factory premises Kishanpura, Ghanoli, Dabok, Udaipur, Factory was found closed. However, stock (in form of packed bottles in transparent packaging) was available in the factory premises as was seen through photographs taken between the gap from shutter and ground. Photographs of premises are attached for the reference (annex-1). A bottle was purchased from Ghanoli chouraha (around 2 Km distance from factory premises) which was marked with "Packaged Drinking Water with added minerals" Net Volume- 1Litre, ISI marked along with CM/L-7200159709, Marketed By- Ellevate Beverages, 43- Vrinda Vihar, Ayad, New RTO Road, Udaipur, Manufactured By- Shivamrut Beverages Pvt Ltd. Photo enclosed at Annex-2.

Address mentioned as 43, Vrinda Vihar, Ayad, New RTO Road, Udaipur, is a residential area. No manufacturing or storage activity observed at this. Photos enclosed at annex-3. address.
7. **Conclusion:** M/s Ellevate Beverages (Applicant, CM/A-84002639 as per IS 14543:2016) has a stock of PDW Bottles at their factory premises Kishanpura, Ghanoli, Dabok, Udaipur without a valid BIS Licence. M/s Ellevate Beverages may be violating 17 (a) or 17 (3) of BIS Act 2016
8. **Recommendations:** Search and Seizure Operation may be carried out for further investigation and evidence collection.

Poonam Choudhary
Name - Poonam Choudhary
Designation of IO - Scientist-D/Joint
Director
Department -JPBO

HOD.

Sc.D(PC) - Plan immediate s + s.

(Signature)
04/10.







Ellevate[®]

"Lifts your spirit"



Ellevate[®]

"Lifts your spirit"











RJ27CM4024

