

Email**CMED BIS****Misuse of ISI mark and Quality of product****From :** neerajg@aosmith.com

Mon, Jul 01, 2024 03:17 PM

Subject : Misuse of ISI mark and Quality of product**To :** CMED BIS <complaints@bis.gov.in>, Central Marks Department II <cmd2@bis.gov.in>, Nitasha Doger <Nitasha@bis.gov.in>, FAD Water Purification Systems Sectional Committee <fad-wps@bis.gov.in>, BIS LPPD <lppd@bis.gov.in>, bis@bis.gov.in 4 attachments**Cc :** pawankl@hotmail.com, reemap@aosmithindia.com, paragk@aosmith.com

Dear Sir/Madam,

We write this mail to point out the grievance about the BIS 16240:2023 license for RO water purifiers of Kent RO Systems Private Limited (“**Kent**”).

As you are aware, BIS 16240:2023 is a license for reverse osmosis (RO) based point-of-use (PoU) water treatment system with a product water capacity of up to 50 litre per hour, that reduces total dissolved solids (TDS); and physical, chemical, and microbiological contaminants from specified concentrations in the feed water to the maximum allowable limits in the product water.

The standard focuses on the material, performance requirements for water purifier to meet the BIS 16240:2023. In reference to the Annex B clause B3, the system with TDS control mechanism employing RO-bypass blending, all chemical reduction testing will be done with the TDS control valve in full-open position (maximum flow in the bypass line).

The BIS promises safe, quality and reliable goods by certification and this logo is a representation of genuine products. Further, the BIS Act obligates a licence holder of a BIS mark to, at all times, remain responsible, for conformation of the goods carrying the standard mark. Further, the authorities are also required to monitor the quality of the BIS certified products in connection with which the marks are used by the license holder.

It came to our notice that a RO product manufactured by Kent, **Kent Grand Plus**, is displayed with the BIS 16240:2023 certification with CML No 8800121585 and same was verified with the BIS care app.

One RO water product model of Kent Grand Plus was obtained by us and sent for evaluation to a BIS accredited lab (IAPMO India Private Limited) to ascertain its compliance with IS 16240:2023. As per the report provided to us, it has come to light that in the tested RO water product of Kent, the chemical parameters such as Cadmium, Chromium, Nitrate and Fluoride were not meeting the BIS 16240:2023 standard. The report clearly concludes that the “tested RO water purifier does not meet the specific requirements as per IS 16240:2023 for chemical parameters.”

The contents of the report are self-explanatory and clearly go on to show how the water product of Kent fails to meet the standards set through IS 16240:2023.

On account of the above, the purpose of the certification is getting diluted, and this will discourage genuine manufacturers from continuing the BIS certification. In addition, please note that usage of BIS marks on the product without it meeting the relevant guidelines amounts to misleading and unfair trade practices by Kent. Such conduct of Kent is both misleading as well as a health hazard for the public. It is therefore imperative for the authorities to take immediate steps to remedy the situation.

Attaching the detailed report as per BIS 16240:2023 test report for Kent Grand Plus which shows that the product is not meeting the requirement as per BIS 16240:2023. Please see below product images for your reference:



On the basis of the above, we request that the following steps be taken by the authorities at the earliest:

- a. Direct an investigation into the affairs of Kent on the above discussed issue.
- b. Issue directions for stopping manufacture, distribution and sale of the non-conforming goods of Kent with immediate effect (until the completion of the investigation).
- c. Issue directions to recall all non-conforming RO water products which have already been supplied, sold, distributed, offered for sale by Kent.
- d. Carry out an internal cheque to identify as to how products of Kent (not meeting the desired standards) were granted licences.
- e. Direct removal of BIS marks from all non-conforming RO products (and packaging) of Kent.
- f. Revoke the BIS license of Kent.
- g. Take any other appropriate steps is available under law.

As you are aware the BIS Act provides to the authorities various powers in the context of violation of BIS standards by licence holders and the BIS accredited lab (which tested and certified the product),

including but not limited to the powers to make the orders mentioned above. In our view, the present matter is highly serious in nature, since it not only includes legal violations of BIS, but also envisage misleading of the public at large and health hazards for the public.

We request to kindly look into the issue on high priority.

Thanks and regards

Neeraj Gupta Ph.D.
Director – R&D
AO Smith India Water Products Pvt. Ltd.
#300,Phase 2, KIADB Industrial Area
Harohalli,Kanakapura(TQ),Ramanagar Dist.-562112
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email: neerajg@aosmithindia.com



 **20222 Kent Grand Plus By AO Smith.pdf**
471 KB

RE: Misuse of ISI mark and Quality of product

From : dhanishd@aosmith.com
Subject : RE: Misuse of ISI mark and Quality of product
To : CMED BIS <complaints@bis.gov.in>
Cc : neerajg@aosmith.com, HeadCMED
<headcmed@bis.gov.in>

Fri, Jul 05, 2024 10:58 AM

  4 attachments

Dear Sir,

Please find the attached purchase bill of the product required to proceed further in this case. Apart from this if any additional input is required, please let us know.

With regards,
Dhanish Dharman

From: Neeraj Gupta <neerajg@aosmith.com>
Sent: Thursday, July 4, 2024 10:52 PM
To: Dhanish Dharman <dhanishd@aosmith.com>; Rameetha Rajan <rameethar@aosmith.com>
Subject: Fwd: Misuse of ISI mark and Quality of product

Please do the needful

Regards

Neeraj Gupta Ph.D.
Director - R&D

From: CMED BIS <complaints@bis.gov.in>
Sent: Thursday, July 4, 2024 2:24:08 PM
To: Neeraj Gupta <neerajg@aosmith.com>
Cc: HeadCMED <headcmed@bis.gov.in>
Subject: Re: Misuse of ISI mark and Quality of product

This message has originated from an **External Source**. Please use proper judgment and caution when opening attachments, clicking links, or responding to this email.

Sir/Madam,

We thank you for approaching BIS in connection with your complaint.

In order to formally register your complaint, we request you to kindly provide us with the purchase bill/invoice of the product under complaint within 7 days so that necessary action may be initiated at our end.

Regards,
Deepak Lodhwal, Dy. Director/Scientist-C
Complaint Management & Enforcement Dept.
BIS Headquarters

From: neerajg@aosmith.com
To: "CMED BIS" <complaints@bis.gov.in>, "Central Marks Department II" <cmd2@bis.gov.in>, "Nitasha Doger" <Nitasha@bis.gov.in>, "FAD Water Purification Systems Sectional Committee" <fad-wps@bis.gov.in>, "BIS LPPD" <lppd@bis.gov.in>, bis@bis.gov.in
Cc: pawankl@hotmail.com, reemap@aosmithindia.com, paragk@aosmith.com
Sent: Monday, July 1, 2024 2:46:33 PM
Subject: Misuse of ISI mark and Quality of product

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Director – R&D
AO Smith India Water Products Pvt. Ltd.

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 **Kent.pdf**
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