

भारतीय मानक ब्यूरो  
(केंद्रीय मुहर विभाग III)

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

09 सितंबर 2019

विषय : सीमेंट उत्पादकों द्वारा सीमेंट बैग पर किए जाने वाले भ्रामक दावों के लिए दिशानिर्देश ।

इसे उपरोक्त विषय का संदर्भ प्राप्त है।

सक्षम प्राधिकारी ने उपरोक्त संदर्भ में अनुमोदित परिपत्र संलग्न है ।

सभी शाखा कार्यालयों से अनुरोध है की उपरोक्त परिपत्र का अनुपालन तत्काल प्रभाव से सुनिश्चित करें।

(एस डी राणे)  
वैज्ञानिक ई (सी एम डी-III)

प्रमुख (सी एम डी- III)

सभी क्षेत्रीय /शाखा कार्यालय

प्रतिलिपि : आई टी एस विभाग - बी आई एस इंटरनेट पर डालने हेतु।

**BUREAU OF INDIAN STANDARDS**  
(Central Marks Department-III)

Our Ref: CMD-III/16 : CEMENT

09 September 2019

**Subject: Misleading claims made by cement manufacturers on cement bags.**

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.

(S. D. Rane)  
Sc-E (CMD-III)

**Head (CMD-III)**

**Circulated to: All ROs/BOs**

**Copy to: ITS – for hosting on Intranet please**

## **CENTRAL MARKS DEPARTMENT-III**

**Ref: CMD-III/16: CEMENT**

**09 September 2019**

**Subject: Misleading claims made by cement manufacturers on cement bags.**

1. This has reference to the subject mentioned above. It has been brought to the notice of CMD-III regarding marking of different types of slogan/misleading claims on cement bags (as given below), which are not verifiable in accordance with the relevant Indian Standard.

- i) High performance cement,
- ii) Protect concrete from corrosion,
- iii) Protect steel in concrete,
- iv) Stronger, etc

2. The matter has been examined and it is clarified that such additional claims are over and above the aspects/characteristics prescribed in the ISS and misleads the users as it may be construed that such markings are approved by BIS.

3. In view of the above, all BOs are requested to advise Cement licensees/applicants under their jurisdiction to refrain from marking such claims on cement bags and seek compliance of the manufacturer.

**(S D Rane)**  
**Sc-E (CMD-III)**

**Head (CMD-III)**

**DDG (Certification)**

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