

BUREAU OF INDIAN STANDARDS
(Jaipur Branch Office)

REPORT OF INVESTIGATION OF COMPLAINT AT COMPLAINANT END

Our Ref:P-18757

Date: 03-10-2024

Subject: Complainant End Investigation

Complaint against M/s Ellevate Beverages and M/s Shivamrut Beverages Pvt Ltd

Licensee/Applicant – M/s Ellevate Beverages is applicant under Jaipur Branch Office and M/s Shivamrut Beverages Pvt Ltd is an ex-licensee of Ahmedabad Branch Office. Licence of M/s Shivamrut Beverages Pvt Ltd, CM/L-7200159709 as per IS 14543:2016, expired after 14th October 2021. Screenshot of BIS CARE App is enclosed.

(a) GENERAL

- (i) **Complaint No. & Date** P-18757 dated 27-07-2024
- (ii) **Name & Address of Complainant:** Sh. Jamak Lal, Contact No.-9829042994
- (iii) **Name & Address of recipient of material (if different from ii)** -NA
- (iv) **Product and IS No.** –Packaged Drinking Water, IS 14543:2016
- (v) **Nature of Complaint (highlight specific shortcomings)**- Misuse of ISI mark
- (vi) **Licence No.-** Expired Licence CM/L-7200159709

(b) DETAILS OF INVESTIGATION

- (i) **Place & Date of Investigation** – Udaipur, 03-10-2024
- (ii) **Persons contacted** – Sh Jamak Lal
- (iii) **Details of product** – Packaged Drinking Water
- (iv) **Date of purchase** - NA
- (v) **Total Quantity purchased**- NA
- (vi) **Quantity under complaint**-NA
- (vii) **Source of purchase and details of Bill / Cash Memo** (copy of such document may be collected, if available) – Not available
- (viii) **Material under complaint Inspected/Repaired/Handled by any other agency e.g. DGS&D, Local Dealer/Mechanics** -NA
- (ix) **Is product under Warranty/ : Any service contract?** - NA
- (x) **Action taken by the licensee for redressal of the complaint (if any, till date)[Details of such communication shall be obtained]**-NA, Complaint pertains to misuse of ISI mark
- (xi) **Whether complainant seeks redressal in the form of repair or replacement of the product under complaint:**-NA

(c) INSPECTION OF MATERIAL UNDER COMPLAINT

- (i) **Is material ISI Marked or not?** -- Yes
- (ii) **Whether ISI Mark Genuine or spurious** - Spurious

- (iii) **Details of Markings on the product** – Marked
- (iv) **Condition of packing/storage** - Good
- (v) **Visual Examination** – Bottle was sealed
- (vi) **Observations in respect of a iii** -NA
- (vii) **Result of testing at complainant end, if done (attach sheet if necessary)** -NA

(d) TESTING

- (i) **Whether sample drawn for independent testing**, -NA
- (ii) **If yes, details of sample drawn for independent testing**, -NA
- (iii) **Test request ref. & date** -NA
- (iv) **Laboratory to which sent** -NA
- (v) **Date on which dispatched to Lab by self/complainant/BO** - NA
- (vi) **Any other information relevant to the complaint** – During the meeting complainant submitted that, the complaint is regarding misuse of ISI Mark. Complainant also informed that M/s Ellevate Beverages is manufacturing the PDW Bottles marked with ISI mark and licence no. CM/L-7200159709 at the factory premises Kishanpura, Ghanoli, Dabok, Udaipur. During the meeting, complainant also submitted the following:

1 Litre PDW Bottle marked with ISI mark and licence no. CM/L-7200159709 along with Batch No. 1 and DOM-22/09/2024, Quantity-1, Label has following information- Marketed By-Ellevate Beverages, 43-Vrinda Vihar, Ayad, New RTO Road, Udaipur, Manufactured By- Shivamrut Beverages Pvt Ltd, Photo is enclosed, Brand Name-Ellevate

500ml PDW Bottle marked with ISI mark and licence no. CM/L-7200159709 along with Batch No. 1 and DOM-12/09/2024, Quantity-1, Label has following information- Marketed By-Ellevate Beverages, 43-Vrinda Vihar, Ayad, New RTO Road, Udaipur, Manufactured By- Shivamrut Beverages Pvt Ltd, Photo is enclosed. Brand Name-Ellevate

1 Litre Flavoured Water Bottle, Batch No.-1, DOM-01/10/2024. Manufacture By- Ellevate Beverages, Kishanpura, Ghanoli, Dabok, Udaipur, Photo is enclosed. No ISI mark on the bottles. However label bears FSSAI mark and registration no.- 13334 No ISI mark on the bottles. However label bears FSSAI mark and registration no.- 122240420002749. Quantity-1.

- (e) **CONCLUSIONS** -Further Investigation may be carried out at M/s Ellevate Beverages, Kishanpura, Ghanoli, Dabok, Udaipur and 43-Vrinda Vihar, Ayad, New RTO Road, Udaipur.
- (f) **RECOMMENDATIONS** -Further Investigation may be carried out at M/s Ellevate Beverages, Kishanpura, Ghanoli, Dabok, Udaipur and 43-Vrinda Vihar, Ayad, New RTO Road, Udaipur.

Signature
Name of IO: Poonam Choudhary
Designation: Scientist-D/Joint Director
BO/Dept. :JPBO

Head of BO



R.O. Processed U.V. Treated & Ozonised

Marketed By:
Ellevate Beverages
43- Vrinda Vihar Aayad, New RTO Road,
Udaipur - 313001
Manufactured By:
Shivamrut Beverages Pvt. Ltd.
ISO 22000:2005 Certified Co.
Help Line No. : +91 96809 92332
IS : 14543



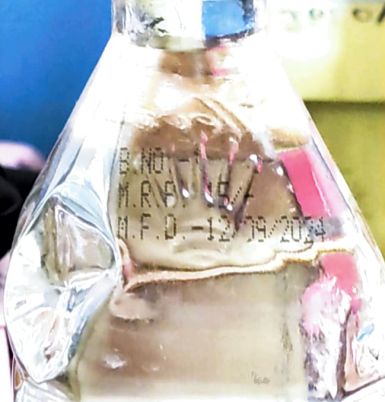
fssai
Lic No. 10710909000369

CM/L - 7200159709
Packaged Drinking Water
Do Not Buy if Cap/ Seal is Broken.
Crush The Bottle After Use
Best Before 6 Months From
The Date Of Packaging

Keep In Cool Place, Away From Direct Sunlight
FOR BIS Certification Details see Website :
www.bis.gov.in

Batch No. MFD ON } See Bottle
MRP (INCL. OF ALL TAXES) } Neck/Cap

Net. Vol :
1 LTR. Recycle Back Rs. 15/Kg



R.O. Processed U.V. Treated & Ozonised

Marketed By:
Ellevate Beverages
43- Vrinda Vihar Aayad, New RTO Road,
Udaipur 313001
Manufactured By:
Shivamrut Beverages Pvt. Ltd.
ISO 22000:2005 Certified Co.
Help Line No. : +91 96809 92332
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FOR BIS Certification Details see Website :
www.bis.gov.in

Batch No. MFD ON } See Bottle
MRP (INCL. OF ALL TAXES) } Neck/Cap

Net. Vol :
500 ml Recycle Back Rs. 15/Kg

FLAVOURED WATER

R.O Processed U.V. Treated & Ozonised

Manufacture By :
ELLEVATE BEVERAGES

Mishanpura, Ghanoli, Dabok Udalpur
Help Line No : +91 97840 53988

Do Not Buy If Cap / Seal is Broken
CRUSH THE BOTTLE AFTER USE
Best Before Months From The Date Of Packaging
Keep In Cool Place, Away From Direct Sunlight
For BIS Certification Details See Website
www.ellevate.in

Max. Retail Price
(incl. of all taxes)
Date of packing
Batch No
Exp. Use By

See Neck /
Cap

Nutrition Facts (Per 100ml Approx)

Magnesium	1.54 mg	Calcium	11.62 mg
Potassium	1.34 mg	Sodium	1.17 mg
Zinc	18.85 mg		

Net Quantity : 1Ltr.

fssai

Lic. No. 122240420002140

B.NO - 1
M.R.P. - 30/-
M.F.D. - 01/10/2024

Elleva
FLAVOURED



Ellewaite
FLAVOURED