

## **PRESS RELEASE**

### **COIMBATORE COURT SENTENCES FIRM & ITS PARTNERS FOR MISUSE OF ISI MARK**

The Bureau of Indian Standards (BIS) operates the Certification Marks Scheme under the provisions of the BIS Act, 1986 for the use of Standard Mark (ISI Mark) on various products. 90 products like LPG Cylinders, LPG valves, LPG regulators, tyres various milk products, electric cables, Packaged Drinking Water, steel, cement, etc. are under the mandatory certification scheme.

With the increase in the popularity of the ISI Mark, instances of misuse have also been observed. On receipt of information regarding misuse of ISI Mark by any firm, BIS undertakes raids on such firms and if misuse of ISI Mark is established then cases are filed in Court. As per Bureau of Indian Standards Act 1986 such offenses are punishable by imprisonment up to one year or a fine upto Rs. 50,000/- or both.

Bureau of Indian Standards (BIS), Coimbatore Branch conducted a search and seizure operation on 22 August 2012 at the premises of M/s Sri Jayaram Industries, 10/2980, Trichy road, Ramanathapuram, Coimbatore – 641 045 and seized spuriously ISI Marked Packaged Drinking Water under brand name “Amoga” and “ALKARICH”. BIS case was filed against the above firm for violation of BIS Act 1986, Section 11 (1) & 14, Sub-section 33 in the Court of Chief Judicial Magistrate, Coimbatore.

The accused were found guilty by the court of the Chief Judicial Magistrate, Coimbatore, and the Firm's partner & Manager were imposed a fine of Rs. 45000/-, to each, and if they failed to remit fine, simple imprisonment of one week each. Total amount of fine was Rs. 3,60,000/-.

It has been observed many times that fake ISI marked products are manufactured and sold to common consumers for huge profit. Therefore, people should ascertain the genuineness of ISI Mark on the product before purchase by visiting BIS website <http://www.bis.org.in>. In case the public comes across any instance of misuse of ISI Mark, the name and full address of the person/manufacturer/trader may please be communicated to:

Scientist F & Head (Enforcement Department)  
Bureau of Indian Standards  
9, Bahadur Shah Zafar Marg,  
New Delhi-110 002

Phone : 011 23232636  
E-mail: [enf@bis.org.in](mailto:enf@bis.org.in)

The source of such information will be kept confidential. The various functions and services offered by BIS can be obtained by browsing BIS website: [www.bis.org.in](http://www.bis.org.in).