

## Policy Guidelines No. 14

### CENTRAL MARKS DEPARTEMNT – II

Our Ref: CMD-II/16:14543

13 12 2004

This has reference to meeting of expert group on Packaged drinking water and mineral water in the office of Directorate General of Health Services, Nirman Bhawan, New Delhi on 19 October 2004. During the meeting the issue of various claims being used by the licensees on the label of Packaged drinking water was discussed with specific reference to letter No. CMD-II/16:14543 dated 11 08 2004 vide which the type of claims being made were brought to their notice for advice.

During the meeting DADG (PFA) informed that based on the legal opinion sought by their office, following claims are not permitted:

1. Play safe.
2. World Class Water
3. Safe an Healthy
4. Have a Healthy Day
5. 300% more oxygen
6. The only reliable name for purity
7. The symbol of reliability
8. Oxyrich as brand name
9. Pure and Safe

Regarding following claims though the Legal Department of PFA has not given their opinion but it was informed that in their opinion these should not be permitted.

- a) Wholesome water
- b) Wholesome water : It is 100 % pure
- c) Purity guaranteed
- d) Shudh Jal in Hindi

The minutes of above meeting has since been received and are placed at C -1 to10. The recommendations of the Expert Group are reproduced below:

**“The group after examination the labeling prohibitions prescribed under PFA Rules, 1955 recommended that there are specific prohibitions to prohibit any type of claims on the label of Packaged drinking water and Mineral water. The group, therefore, recommended that claims of any type should not be allowed on the package of these products.”**

In view of the above, it is proposed that the above recommendations may be implemented by BIS with a grace period of 90 days in order to exhaust the packing material inventory available with the licensees.

(Dr. A.K. Goyal)  
D&H(CMD-II)

**DDGM**