

Subject: The Legal Metrology Act 2009 and the Legal Metrology (Packaged commodities) Rules 2011-Violation of certain provisions of the Act & Rules- Explanation called for - Reg.

It has been brought into notice that some of the companies are not displaying the mandatory declarations on digital platforms required under the Legal Metrology (Packaged Commodities) Rules, 2011.

2. It is to inform that Sub-Rule 10 of Rule 6 of the Legal Metrology (Packaged Commodities) Rules, 2011 provides that an E-Commerce entity shall ensure that the mandatory declarations (including the country of origin) as prescribed in Sub Rule 1 of Rule 6, except the month and year in which the commodity is manufactured or packed, shall be displayed on the digital and electronic network used for e-commerce transactions. In case of market place model of e-commerce, responsibility of the correctness of the declarations lie with the manufacturer or seller or dealer or importer.

3. It is to inform that, advertisement was made by you (https://www.amazon.in/US-Polo-Sweatshirt-UKSS5241_Dk-Blue_36TFS/dp/B07FDFW9RC?ref=Oct_DLanding_S_D_2d3a8c8e_60&smid=AT95IG9ONZD7S) on 16.10.2020 in the website address <https://amazon.in> for sale.

4. On examination of the above advertisement, it was found that the mandatory declarations are not mentioned as per Rule 6(10) of the Legal Metrology (Packaged Commodity) Rules, 2011.

5. M/s Arvind Lifestyle Brands Ltd, Du Parr Trinity, 17 M.G Road, Bangalore is selling its products on e-commerce platform and therefore, has to ensure that all the mandatory declarations, shall be displayed on the digital and electronic network used for e-commerce transactions vide Rule 6 (10) of the Legal Metrology (Packaged commodity) Rules, 2011.

6. Thus, M/s Arvind Lifestyle Brands Ltd, Du Parr Trinity, 17 M.G Road, Bangalore has not provided the mandatory declaration and contravened Section 18 (1) of the Legal Metrology Act 2009 read with and 6(10) of the Legal Metrology (Packaged commodity) Rules, 2011 which is punishable under Section 36 (1) of the Legal Metrology Act, 2009.

The undersigned is to refer above and by virtue of the powers conferred upon him by various provisions of the Act and Rules, it is directed to furnish the following particulars within (fifteen) days from the date of receipt of this notice:

(1) The nature of ownership of the firm,

(a) If proprietorship firm, the copy of Registration Certificate of the GST.

(b) If it is a partnership firm, the copy of partnership deed.

(c) If it is a company, the memorandum of articles of association.

(2) The names and residential addresses of the persons responsible for the conduct of the business, as well as all the owners / partners / directors as the case may be, including the respective police station jurisdiction under which they reside.

(3) The details of offences framed under Legal Metrology Act against the firm during the last three years.

(4) Under Rule 27 of the Legal Metrology (Packaged Commodities) Rules, 2011 registration of manufacturers, packers and importers of pre-packaged commodities is mandatory. Thus, every individual who manufactures or pre-packs or imports any pre-packaged commodity for sale is required to be registered with the Director or Controller of Legal Metrology under the Rules. Therefore, It is directed to submit a copy of the registration certificate issued under Rule 27 of the Legal Metrology (Packaged Commodities) Rules, 2011.

8. Your explanation should reach to the undersigned within 15 days of the receipt this Notice, otherwise the action should be initiated against you with the available documents as per provisions of Act and Rules.

It is also directed to issue a copy of this notice to all the persons responsible for the conduct of the business, as well as all the owners/ partners/ directors as the case may be.

Ashutosh Agarwal
(Ashutosh Agarwal)

Deputy Director (Legal Metrology)

For, Director Legal Metrology

Phone 011-2338619

Email: ashutosh.agarwal13@nic

M/s Arvind Lifestyle Brands Ltd, Du Parr Trinity, 17 M.G Road, Bangalore



REDMI NOTE 5 PRO
MI DUAL CAMERA