



ऊर्जा दक्षता ब्यूरो
(भारत सरकार, विद्युत मंत्रालय)
BUREAU OF ENERGY EFFICIENCY
(Government of India, Ministry of Power)



F.No. E5340/BEE/S&L/Misc/2025-26

Dated: 9th July 2025

Advisory

To: All Manufacturers & Permittees Registered under the Standards and Labelling (S&L) Programme.

Subject: Advisory on Compliance with Marketing and Advertising Norms under the S&L Programme.

In exercise of the powers vested under the Energy Conservation Act, 2001 (as amended from time to time), and in furtherance of the objectives of the S&L Programme, all manufacturers and permittees registered thereunder are hereby directed to ensure strict compliance with the following guidelines to promote uniformity, accuracy and integrity in the dissemination of energy performance information through all forms of marketing and advertising platforms:

All advertisements featuring star-labelled appliances—whether in print, electronic, digital, or outdoor media—shall mandatorily display the approved BEE star label corresponding to the appliance(s) being advertised in a prominent and legible manner.

I. Model-Specific Representation:

In the case of product-specific advertisements, manufacturers shall ensure that the star rating presented in the advertisement strictly corresponds to the specific model(s) being promoted.

II. Brand-Centric Promotions:

For brand-focused advertisements not pertaining to a specific model, manufacturers may display a representative star label, provided it is accompanied by a clear and conspicuous disclaimer stating that “Star ratings vary from model to model”.

Any misrepresentation, distortion, or deviation from the approved star label format, whether intentional or otherwise, shall constitute a violation of the S&L Programme guidelines and may attract action as per the provisions of the EC Act, 2001 (as amended from time to time).

Manufacturers and permittees are hereby advised to integrate the above stipulations into their marketing strategies and communication channels to further the objectives of energy efficiency and empower consumers to make informed choices.


Milind Deore
(Secretary)

स्वहित एवं राष्ट्रहित में ऊर्जा बचाएँ Save Energy for Benefit of self and Nation