



Notice under section 14(d) of EC Act, 2001 (with all amendments)

**Proper display of BEE Star Labels for Appliances on E-Commerce
Platforms and other Point of Sales**

Bureau of Energy Efficiency under the aegis of Ministry of Power, Government of India has notified 39 appliances under the Standards and Labelling (S&L) program, out of which 16 appliances are under the mandatory regime and rest 23 appliances are under the voluntary regime. The appliances notified under the program (list at Annexure-I) shall comply with the specified standards and regulations. This involves regular market surveillance and check testing to assess their performance against BEE regulations related to the awarded label. According to Section 14 (d) of the Energy Conservation Act 2001, proper display of BEE's Star Label on all the appliances registered under the S&L program at the point of sale is mandatory.

Instances have been reported wherein these appliances are being sold on various points of sale including e-commerce websites or manufacturer's online marketplaces without BEE star labels or proper display of the labels. Additionally, appliances with counterfeit star labels have been detected. This practice amounts to cheating the customers and also undermines the objectives of the BEE's S&L program.

To ensure transparency and facilitate consumer awareness, all e-commerce platforms and manufacturers selling appliances online shall display the BEE star label on all appliances registered under the S&L program. Further, e-commerce platforms must establish internal monitoring mechanisms to ensure continuous compliance with the appliance regulations. The detailed guidelines for displaying the labels are attached in Annexure 2.

Failure to take corrective action shall result in penal actions as per Section 14 and 26 of the Energy Conservation Act, 2001, and other applicable laws.


(Secretary)

Bureau of Energy Efficiency

Annexure-I

S.No	Mandatory Appliances	Voluntary Appliances
1	Frost Free Refrigerator	General Purpose Industrial Motor
2	Direct Cool Refrigerator	Agricultural Pump Set
3	Deep Freezers	Domestic Gas Stove
4	Room Air Conditioner (Variable Speed)	Computer
5	Room Air Conditioner (Fixed Speed)	Ballast
6	RAC (Cassette, Floor Standing Tower, Ceiling, Corner AC)	Office Automation Products
7	Light Commercial AC Fixed Speed	Diesel Engine Driven Moonset Pumps for Agricultural Purposes
8	Stationary Storage Type Electric Water Heater	Solid State Inverter
9	Tubular Fluorescent Lamps	Diesel Generator Set
10	LED LAMPS	Microwave Oven
11	Ultra-High Definition (UHD) Televisions	Solar Water Heater
12	Colour Television	Air Compressors
13	Distribution Transformer	High Energy Li-Battery
14	Ceiling Fan	Tyres/Tires
15	Chillers	Side by Side/Multi Door Refrigerator
16	Washing Machine (Semi/Top Load/Front Load)	Pedestal Fan
17		Table/Wall Fan
18		Induction Hob
19		Solar photovoltaic module
20		Packaged Boiler
21		Commercial Beverage cooler
22		Grid Connected Solar Inverter
23		Refrigerant Compressor

Guidelines for e-commerce platforms and manufacturers selling appliances online:

1. Mandatory Display of BEE Star Label:

- All product listings for appliances covered under the S&L program must display the BEE star label, including the star rating, energy consumption details, and validity period as per the relevant schedule/notification.
- The star label should be clearly visible and readable in the primary product image and within the product description.
- The color of the label should match the official BEE label exactly, with no discrepancies in shade or design to maintain transparency and standardization.
- An electronic version of the label should be displayed as one of the pictures shown in the appliance model listing page at an E-marketplace
- Ensure that all products under mandatory labelling have BEE star labels displayed at the point of sale.
- Labels should only be displayed to appliances that have received permission from BEE under the voluntary scheme.
- Labels shall not be displayed on any model of appliance/equipment for which permission is not granted by BEE under mandatory or voluntary schemes.
- The star level displayed on the label must be maintained at all times for both mandatory and voluntary schemes.
- Ensure that BEE star labels are displayed in the correct position for appliances put on display.
- Avoid incorrect labeling practices, such as displaying multiple labels from different models on a single appliance at the point of sale.

- Display across multiple touchpoints: Ensure star labels are displayed not just on product pages but also in search result previews, shopping cart summaries, and checkout pages

2. Display and positioning of label

- The label must be clearly visible and legible near the product price on the product listing page.
- The label must include star rating, name of the appliance, brand name, unique series code and other technical parameters as per the 14(d)-regulation published by the Bureau.
- Accessible through interactive display options such as mouse click, rollover, or tactile screen expansion, allowing consumers to view the detailed energy label and product information sheet.
- Consistently formatted across all product listings to maintain transparency and standardization.
- Homepage and category pages: Prominently feature BEE star-rated products on homepage banners and relevant category pages.

3. Search and Filter Optimization:

- Platforms must integrate filters allowing consumers to sort and compare products based on BEE star ratings.
- Filters should be intuitive and easy to use, enhancing the shopping experience.

4. Consumer Awareness and Education:

- E-commerce platforms should provide dedicated sections or banners promoting the benefits of energy-efficient appliances.
- Sellers must include clear explanations of the BEE label's significance in product descriptions.