

What product marks actually certify

Match ISI Mark, BIS Standard Mark, Hallmark and Eco Mark to what each mark certifies

Consumer Quality & Certification Marks

ISI and BIS Standard Mark

Indicates conformity to the applicable Indian Standard under BIS certification.

ISI is itself a BIS Standard Mark; the two descriptions overlap.

Check the standard number, licence and the product covered by the certification.

Hallmark

Certifies fineness or purity of precious-metal articles under the scheme.

Purity is different from the ornament’s design, making charge or resale price.

Verification details depend on the applicable metal and hallmarking scheme.

Ecomark

The 2024 Ecomark Rules replaced the 1991 scheme.

Eligible products must meet notified environmental criteria.

CPCB implements the scheme in partnership with BIS.

Read the scope of the claim

Standard conformity, precious-metal purity and environmental criteria are different checks.

No mark automatically guarantees the lowest price or superiority for every use.

Environmental certification does not mean zero environmental impact.

REMEMBER ISI/BIS: standard conformity. Hallmark: metal purity. Ecomark: notified environmental criteria.