

## India

# Standards and Labelling

### OBJECTIVE

The Standards and Labelling Programme aims to increase awareness and use of energy-efficient appliances by mandating Minimum Energy Performance Standards (MEPS) and requiring the display of energy efficiency labels on all products covered under the scheme. It also seeks to increase the overall efficiency by periodically revising the energy efficiency standards corresponding to the labels. The Bureau of Energy Efficiency (BEE) issues a label for each model from 1 star to 5 stars based on its energy efficiency, with a 5-star model being the most energy efficient.

### COUNTRY

India,  
2006 – ongoing

### SECTOR AND APPROACH

Appliances; Regulation  
and Information

### SOURCE

[beestarlabel.com](http://beestarlabel.com)

### DESCRIPTION

The programme currently covers 40 appliances, [16](#) of which have mandatory labelling and [24](#) voluntary labelling. It is based on two key elements: standards, which define minimum energy performance criteria for products, and labels, which inform consumers about energy efficiency. Two types of labels are issued. Comparative labels allow consumers to compare energy consumption across similar products and consider lifetime running costs. Endorsement labels certify products as highly energy-efficient within their category.

### UNIQUE ASPECTS OF THE PROGRAMME

Under the programme, appliances start in a voluntary labelling scheme then, based on market penetration and energy-saving potential, are transitioned to mandatory labelling. This phased approach gives manufacturers time to adapt while gradually building consumer awareness. The programme spans a wide range of residential, commercial, and industrial equipment, ensuring comprehensive coverage of energy-consuming appliances across sectors.

### **RESULTS**

Based on estimates from the BEE, the Standards and Labelling programme led to total energy savings of [7 Mtoe](#) and CO<sub>2</sub> reductions of 58 million tonnes in 2022-2023. As a result, it is estimated that consumers saved about USD 6 billion thanks to reduced electricity bills. Together with the large industry sector, appliances and lighting are the highest contributing sectors to the energy savings.

### **LESSONS LEARNED**

While clear instructions and guidelines exist for label display in physical retail settings, those for e-commerce platforms remain insufficiently defined, limiting the program's effectiveness in the online marketplace. Additionally, challenges were encountered in monitoring and verification capabilities. To address some of these issues, and promote greater accountability and transparency, the BEE regularly publishes the names of non-compliant models and their manufacturers on their website and other social media platforms when violations are confirmed through a two-stage product testing and verification process.

### **ALIGNMENT WITH REGULATORY AND POLICY FRAMEWORKS**

The Standards and Labelling is a key part of India's energy efficiency strategy under the [National Mission on Enhanced Energy Efficiency](#) and supports national climate commitments.

### **IMPLEMENTATION AND ENFORCEMENT**

The BEE is the central authority responsible for implementing the programme under the [Energy Conservation Act, 2001](#). Manufacturers must register their products with BEE and undergo testing at BEE-approved laboratories. Products with mandatory labelling cannot be sold without a valid energy label. Non-compliance, such as false labelling or sale of non-labelled mandatory products, can lead to penalties under the Energy Conservation Act.