

**GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
DEPARTMENT OF CONSUMER AFFAIRS**

**RAJYA SABHA  
UNSTARRED QUESTION No. 2919  
TO BE ANSWERED ON 19.08.2025**

**ROLE OF 'BIS CARE APP' UNDER DIGITAL INDIA CAMPAIGN**

**2919. SHRI TEJVEER SINGH  
(OIH)**

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether the 'BIS Care App' provide consumers with the facility to verify the authenticity of ISI and hallmark products;
- (b) whether the data related to product complaints, complaint status and their resolution is transparently available on this app;
- (c) whether any increase has been recorded so far in app downloads and grievance redressal; and
- (d) whether it has been linked to a public campaign to spread awareness in rural areas?

**ANSWER**

**THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI B.L VERMA)**

(a) : Yes, the BIS Care App provides users provision to verify authenticity of ISI mark on a product using Licence number (CM/L-) available on the product along-with the ISI mark. The BIS Care app also provides a feature to verify BIS Hallmark on gold articles using six-digit alpha-numeric Hallmarking Unique Identification (HUID) code marked on the article.

(b) : A complainant can view details and current status of the complaint registered by him/her on the BIS Care App. Complainants can also view and reply to the queries raised by BIS on their complaint using the BIS Care app. The details of resolution provided by BIS are communicated to the complainants through automated e mail triggered by Complaint Management System of BIS.

(c) : The number of BIS Care app downloads since 2020 is given as follows:-

2020-21	75650
2021-22	235890
2022-23	728220
2023-24	5003281
2024-25	3660559
2025-26 (Till Date)	894164

The app has over 1.10 Crore downloads on Android and IOS platforms since its launch in the year 2015.

The number of complaints resolved through complaints portal –

Sl No.	Year	No. of Complaints Resolved/Settled
1	2022-2023	1889
2	2023-2024	3821
3	2024-2025	4307

(d) : Sensitization Programmes in more than 02 lakh Gram Panchayats have been conducted by Bureau of Indian Standards (BIS) through its Branch Offices. The program aimed at educating Presidents and Secretaries of Gram Panchayats and Panchayat Samiti members about the significance of BIS standards in their routine life. During the programmes, participants download the 'BIS Care app' and learn to use it to verify the authenticity of the genuine ISI Mark and Hallmarking, attempting validation on various products and raising concerns or complaints through the BIS Care App to check the misuse of standard marks.

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