



**Brand=Liaison<sup>®</sup>**

Compliance & Approvals for Indian Market

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[www.bl-india.com](http://www.bl-india.com)

# Brand Liaison

A meaningful entrepreneurial story

Meeting compliance enables the business to move forward and **Brand Liaison India Pvt. Ltd.** ensures that companies & organizations get requisite compliance-approvals without hassles.



# An end-to-end regulatory solution-provider since 2014

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**Headquartered in Delhi**, located in Laxmi Nagar, a commercial hub in the heart of the city, Brand Liaison started its journey in 2014, as a **one-stop service-provider** of different Indian compliances & approvals for different products & services from different sectors.



# Association with top-league organizations reflects our recognition

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As a trusted compliance-management organization, we've been actively associated with



and various other federations & chambers....

# In attainment of the compliance-approval

we work for you in many ways

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- Assessments of the relevance of your compliance-requirements
  - Customized solutions for your unique compliance-needs
  - Easy documentation
  - Brand-protection by TM Registration
  - Faster delivery of services
  - Cost-effectiveness
  - Project-status tracking through CRM
  - Online Payment Facility





# Our Vision

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Each brand is able to create a benchmark in its respective industry, if cultivated properly.

With this vision, Brand Liaison is dedicated to provide the cultivating solution in terms of regulatory & compliance support to brand for achieving its business goals.



# Our Mission

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Maximizing the number of brands as our clientele through our valued and satisfactory service is our simple mission.



# Customer-delight is our core strength

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Transparency in working



A simple tracking mechanism for customers to have a real-time visibility on processes



Persistent focus on a perfectly operational, technologically advanced & quality-empowered mechanism



A commitment to become the 'go-to' partner for companies, across the globe, seeking compliance-solutions



A valued contributor for business-growth



Integrity, respect & honest engagement across our working mechanism



# Top Management & our Team

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Top Management comprises compliance-experts & top industrial consultants, with relevant technical backgrounds, who're always keen to provide their best-possible services.



Our team of talented & committed professionals works closely to assume responsibility for the time and cost-efficiency for customers.



# Our services

## A Wide Range of Compliance & Approvals

-  **BIS Registration**  
For Compulsory Registration Schemes
-  **WPC Approval**  
For License-Free Bands
-  **ISI Certification**  
Mark of compliance with the Indian Standard Quality
-  **BEE Registration for star-rating**  
Denoting the level of better energy-saving products
-  **TEC Certification**  
For Notified Telecom Products
-  **EPR Authorization**  
Compliance to control generation of E-waste, after expiry of its lifetime
-  **Trademark Registration**  
Own your Brand name
-  **Copyright Registration**  
Protection to the owners all types of work
-  **Patent Registration**  
National and International
-  **Brand Representation**  
Get your Representative in India



# BIS Registration

## For Compulsory Registration Schemes

For Electronic, IT & SPV Products like-



Set Top Boxes



Mobile Phones



UPS



POS Terminals



Power Adapter



Smart Card Readers



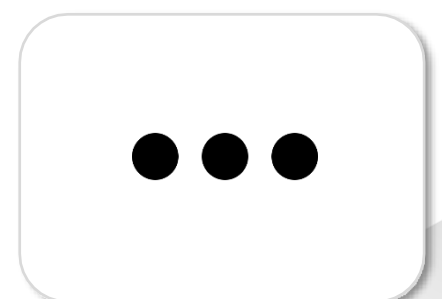
CCTV Cameras



LED Lighting Systems



Cell & Battery



and many more...

# Arc of work

## BIS Registration

Initial registration of  
customers on BIS  
Portal



Arrangement of testing  
under the defined IS-  
standards



Liaison with BIS for  
completion of  
process



Preparation of  
documents



Submission of  
documents along with  
the test-report to BIS



Grant of  
Registration  
Certificate by BIS





# WPC Approval

## For License-Free Bands

For Wireless and Bluetooth-enabled products like-



Wi-Fi Routers



Bluetooth Smartwatches



Wireless Mouse



USB Dongles



Wireless Keyboards



Wireless Speakers



Wireless Headphones



And many more...

# Arc of work

## WPC Approval

Initial registration of customers on WPC Portal



Submission of RF Test Report along with the necessary documents



Acquisition of Import License as per the requirement



Preparation of necessary documents



Grant of ETA Certificate by WPC



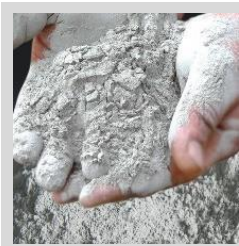
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# ISI Certification

Mark of compliance with the Indian Standard Quality

Products-categories like-



Cement



Household  
Electrical  
Goods



Kitchen  
Appliances



Electrical  
Transformers



Electrical  
Motors



Cylinders,  
Valves  
& Regulators



Automobile  
Accessories



Food  
Products



Medical  
Equipment



Steel  
Products

And many more...

# Arc of work

## ISI Certification

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Ascertainment of  
Indian Standard of the  
product



Initial Testing of the  
product



Preparation of  
documents



Submission of  
application along with  
the necessary  
documents



Getting inspection & QC  
audit of  
the factory done by BIS



Liaison with BIS for  
completion of process



Grant of  
ISI Certificate  
By BIS







# BEE Registration for star-rating

Denoting the level of better energy-saving products



Frost-free Refrigerator



Colour TVs



Room ACs



Electric Geysers



LED Lamps



Distribution Transformers



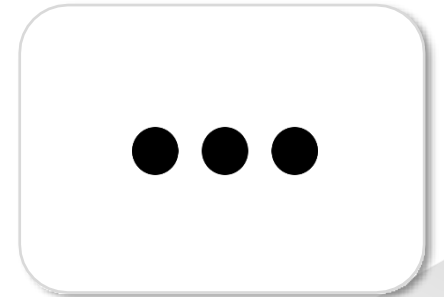
LPG Stoves



Laptops



Washing Machines



and many more...

# Arc of work

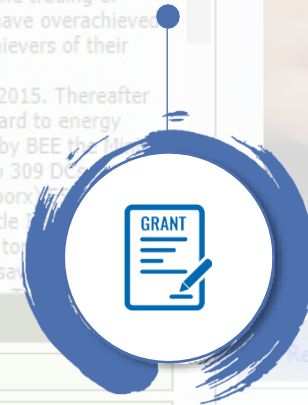
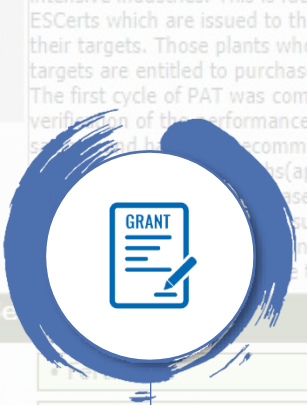
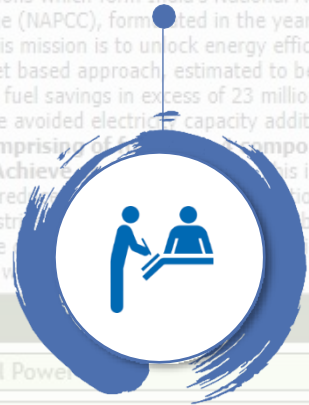
## BEE Registration



Initial registration of customers on BEE Portal

Arrangement of the testing of products as per requirement

Grant of star-rating approval by BEE



Submission of KYC-documents

Submission of Test Report along with other necessary documents

**National Mission on Enhanced Energy Efficiency**  
**Objective of the mission:**  
 National Mission on Enhanced Energy Efficiency (NMEEE) is one of the eight missions which form India's National Action Plan on Climate Change (NAPCC), formulated in the year 2008. The objective of this mission is to unlock energy efficiency opportunities through market based approach, estimated to be about Rs. 74,000 crores, annual fuel savings in excess of 23 million toe by 2014-15 and cumulative avoided electricity capacity addition of 19,000 MW. NMEEE is comprising of the following components:  
**1. Perform, Achieve and Trade (PAT):** This is a regulatory instrument to reduce energy consumption in energy intensive industries through market based mechanism to enhance the energy saving and utilization of excess energy saving via trading of ESCerts.

**PAT Scheme**  
**PAT I Cycle:**  
 The Perform Achieve and Trade(PAT) is a market based mechanism to reduce the specific energy consumption in energy intensive industries. This is facilitated through the trading of ESCerts which are issued to those plants who have overachieved their targets. Those plants who were under achievers of their targets are entitled to purchase ESCerts. The first cycle of PAT was completed in March 2015. Thereafter verification of the performance of DCs with regard to energy saving has been completed. Recommendations made by BEE the following table shows the performance of DCs with regard to energy saving (approx) ESCerts to 309 DCs. The total energy saving is 14.23 lakhs (approx) tons of oil equivalent (TOE) and the success of PAT cycle is 8.67 million tons of oil equivalent (TOE) against the targeted energy saving of 8.67 million tons of oil equivalent (TOE).

**Sign-in to BEE PATNET - Portal**

User ID:   
 Password:   
 Captcha:

**Important Links :**  
 See more information on :  
 • The Change in credit  
 • PAT Portal User Manual  
 • PAT Rules Amendment  
 • D-CRM User Manual  
 • Bureau of Energy Efficiency  
 • Ministry of Power  
 • Registry  
 • PAT Workshop  
 • Important Documents related to PAT  
 • IEX webpage  
 • Office Order

**Contact Details :**  
 Bureau of Energy Efficiency  
 4th Floor, SEWA Bhawan  
 R.K.Puram  
 New Delhi-110066  
 INDIA  
 Tel: +91-11-2619-4772  
 Fax: +91-11-2617-8352  
 Help Desk Email ID: helpdesk@beenet.gov.in  
 Helpdesk phone number: 011-2619-4772  
 Office timing: 10:00 AM to 5:00 PM on working days

**Summary of DCs becoming eligible entities for trading of ESCerts**

Total DCs registered with Registry till date	392
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# TEC Certification

For Notified Telecom Products

For Product Categories like-

-  Modems
-  Cordless Telephones
-  Mobile Handsets
-  Vehicle Tracking Devices
-  Smart Electricity Meters
-  IOT Gateways
-  And many more.....



# Arc of work

## TEC Certification

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Initial registration of  
customers on TEC  
Portal



Preparation  
of required  
documents



Grant of  
Certificate by  
TEC



Testing of products  
as per essential  
requirements



Submission of Test  
Report along with the  
necessary documents





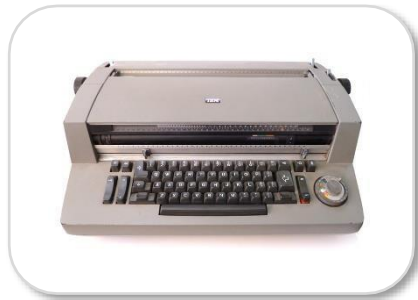
# EPR Authorization

Compliance to control generation of E-waste, after expiry of its lifetime

For electronic & electrical products like-



Laptops



Electronic  
Typewriters



Computers



Printers



Washing Machines



Answering Systems



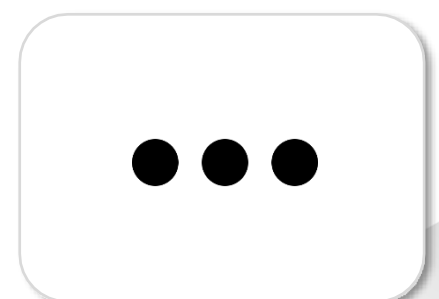
Phones



Battery



Chargers



and  
many more...

# Arc of work

## EPR Authorization

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KYC Documentation of  
manufacturers or importers



Expected Production &  
generation of E-waste  
details



Preparation of  
necessary  
documentations



Grant of EPR  
Authorization by CPCB



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# Trademark Registration

Own your Brand name



Applicability  
of Trademark



Filing of  
Trademark Application



Handling of  
objection, if any



Acquisition of the Trademark  
Registration Certificate





# Copyright Registration

Protection to the owners all types of work



Preparation of application for registration, as prescribed in the first schedule to the Rules (separate applications for registration of different works)



Handling of objection, if any



Acquisition of Copyright Certificate







# Patent Registration

National and International

Patent is available for following innovations:



Design  
Patent



Utility  
Patent



Technology  
Patent



We provide support  
for Documentation



Processes are  
customizable as per  
the nature of the  
innovation



# Brand Representation

Get your Representative in India



## Statutory Support

We provide services for representation for statutory requirements like registration and certification.



## Office Set-up

We provide representation services to set up office in India for foreign manufacturers or brands as per the requirements.

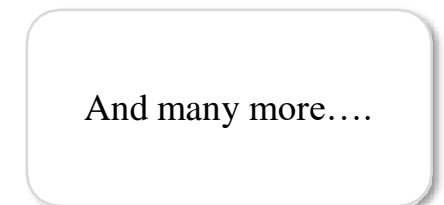


## Expo/ Conference

We provide representation services for exhibitions, seminars & conferences on the behalf of foreign manufacturers or brands as per the requirements.

# The growing domestic & global clientele

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# CRISIL rating for Brand Liaison

Rated **Good** for fair business practice

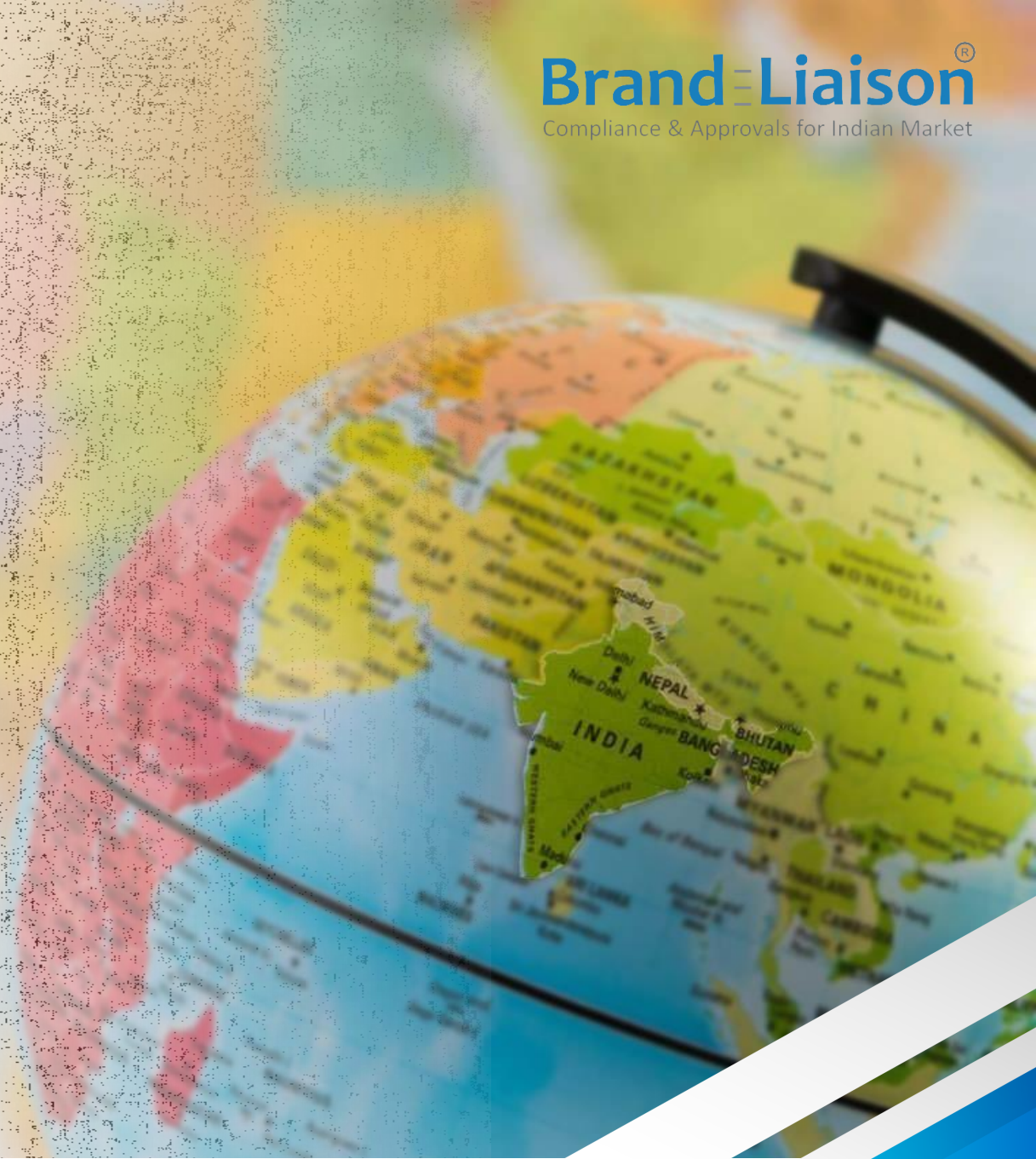


# A true global spread of clients



## And the journey continues...

The heart of Brand Liaison lies in offering the most reliable & effective solutions to establish & grow the clients' businesses in Indian Market.





# Our Corporate Office Location



## **Brand Liaison India Pvt. Ltd.**

110, Sharma Complex  
A-2, Guru Nanak Pura  
Laxmi Nagar  
Delhi - 110092, India

## **Contact :**

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## **Email :**

info@bl-india.com

## **Website :**

www.bl-india.com



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**Thank You**