

Brand Liaison Helping Industries to Achieve BIS Certificate with Ease



New Delhi, Delhi Dec 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - In today's competitive market, businesses surely can't afford to overlook compliance and regulatory requirements. Whether you are a manufacturer producing goods locally or an importer who is bringing products into India, getting the right certifications is definitely essential. Among all approvals, BIS Certification stands out as definitely one of the most important, as it makes sure that your product meets the Indian safety and quality standards defined by the Bureau of Indian Standards.

However, the BIS process can often feel a bit confusing and time-consuming, as well as technical, especially for companies that are new to the Indian regulatory system. This is where Brand Liaison, a trusted BIS CRS consultant in Delhi and all across India, steps in. With more than a decade of experience, Brand Liaison India Pvt. Ltd. has been helping Indian and global industries achieve compliance with absolute ease, transparency, and speed.

BIS Certification: Types and Importance for Your Products

Understanding BIS Certification

A **BIS Certificate** is basically an official approval that your product meets the required Indian Standard (IS). This ensures product safety and reliability as well as quality. Without BIS approval, many products cannot be legally manufactured, imported, distributed, or sold in India.

Types of BIS Certification Schemes

BIS operates different certification schemes, depending on the nature of the product and its manufacturing conditions:

- **ISI Certification (Scheme-I)**

This is the most popular form of BIS certification. The ISI Certification is mandatory for several products such as cement, steel, electrical appliances, toys, kitchenware, automotive parts, and more. It involves Factory inspection, product testing, and quality system evaluation. The manufacturer receives an ISI license only after meeting all the requirements.

- **CRS Scheme (Compulsory Registration Scheme)**

The CRS Scheme applies mainly to electronics and IT products, including mobile phones, adapters, LED TVs, laptops, smartwatches, and similar items. Under this scheme, manufacturers must get their product tested at a BIS-recognized lab and register it with BIS before selling it in the Indian market.

- **Scheme-X Certification**

Scheme-X is designed for products that are manufactured in limited quantities or in batches, or where regular factory inspections are not practical. The certification is granted batch-wise, based on testing results from a BIS-approved lab.

Why BIS Certification Matters

A BIS Certificate benefits both businesses as well as consumers. It:

- Ensures product safety
- Builds customer trust
- Enables smooth market entry
- Avoids penalties, product recalls, or customs delays
- Strengthens brand credibility

For industries, it is not just a legal requirement but also a powerful tool in order to grow and compete in an effective manner.

Common Challenges Industries Face During BIS Certification

Even though BIS Certification is definitely essential, companies often struggle with the process due to several common challenges:

- **Complex Documentation**

Preparing technical documents, product test reports, and compliance forms can often be confusing without proper guidance.

- **Testing Delays**

Testing in BIS-recognized labs may take time, especially during peak seasons or for some complex

product categories.

- **Understanding Indian Standards**

Manufacturers, especially foreign ones, find it quite difficult to interpret Indian Standards as well as varying technical requirements.

- **Factory Inspection Readiness (for ISI)**

ISI Certification requires thorough audits, and companies often fail in their first attempt, especially if there is a lack of preparation.

- **Customs Hold for Uncertified Products**

Importers often face product seizures at ports when items fall under mandatory BIS certification.

- **Frequent Updates in Regulations**

Standards and guidelines, as well as mandatory lists, change regularly, often causing confusion for businesses.

Brand Liaison: Simplifying BIS Certification for Industries in India

For more than a decade, Brand Liaison has been a trusted name in the compliance industry. With a PAN-India presence, global clientele, as well as an experienced team, Brand Liaison has helped thousands of products get BIS certification quickly and absolutely smoothly.

Why Brand Liaison Stands Out

- **Expert Consultancy:** Deep understanding of BIS laws and standards, as well as processes.
- **Proactive and Client-Centric Approach:** Real-time updates, complete support, and zero confusion.
- **Cost-Effective and Affordable Services:** Ideal for MSMEs, startups, and even large manufacturers.
- **Quick and Simplified Process:** End-to-end assistance from documentation to certification.
- **Global Client Support:** Works with international manufacturers who are entering the Indian market.
- **Pan-India Network:** Support across all major cities, industrial hubs, and ports, as well as testing labs.

From testing coordination to factory inspection guidance, application filing, and certification follow-up, Brand Liaison handles everything professionally and in an efficient manner.

Other Compliance Services Offered by Brand Liaison

Brand Liaison is not limited to BIS Certification. It offers a full range of compliance solutions under one roof, allowing businesses to smoothly manage compliance and enter the Indian market without facing any legal obstacles. The other services by Brand Liaison include:

- BEE Registration

- WPC ETA Approval
- EPR Certificate (for e-waste, p-waste, battery waste, tyres, and used oil)
- LMPC Certificate
- TEC Certification
- Import licensing and compliance advisory
- Authorized Indian Representative (AIR) support

Why Industries Choose Brand Liaison India

Businesses, both Indian as well as international, choose [Brand Liaison](#) because of several reasons, such as

- High success rate in certification approvals
- Transparent working style
- Dedicated support teams
- Industry-specific guidance
- Strong understanding of regulatory frameworks
- Reliable follow-up and after-service support
- Expert guidance
- Affordable and reliable compliance solutions

Brand Liaison doesn't just complete certifications; it becomes your long-term compliance partner.

Conclusion

Achieving BIS Certification is all the more important for ensuring product safety and quality, as well as legal compliance in India. But the process can be complicated without expert help. Brand Liaison makes this journey simple, fast, and absolutely stress-free through its experience, client-focused approach, and wide range of services.

Whether your requirement is BIS Certification, ISI Certification, BEE Certificate, WPC Certificate, EPR Certificate, LMPC Certificate, or any other regulatory approval, Brand Liaison ensures smooth execution from start to finish. With the right guidance, compliance becomes your strength, and Brand Liaison is definitely the partner that helps industries achieve it effortlessly.

Media Contact

Brand Liaison

*****@bl-india.com

8750663388

Source : Brand Liaison Private Limited

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