



### Brand Approval Letter

**Permission/renewal of permission to affix label on Submersible Pump Set under the Bureau of Energy Efficiency (Particulars and Manner of their Display on Label of Submersible Pump Set) Schedule No. 7, year 2020.**

New Delhi, Dated - 23-06-2025 20:03:38

To,  
**Mr BIMALENDU MISHRA [DIRECTOR]**  
**NORIA PUMPS PRIVATE LIMITED**  
**Shed No 75, Amar Estate, Naroda Naroda Road,**  
**Ahmedabad 380025 Gujarat**  
**Mb:- 9879820128 Fax no:- N/A**

1. With reference to your application received at BEE for participation in the Standards and Labeling Program for Submersible Pump Set under Voluntary regime, the Bureau hereby permits you to register your brand as per details of approvals set out as stated below:

#### (i) Details of Permittee

Name of Permittee (Company)	NORIA PUMPS PRIVATE LIMITED
Address	Shed No 75, Amar Estate, Naroda Naroda Road,
State	Gujarat
Pin Code	380025
Phone No.	9879820128
Fax no. (if any)	079 - N/A
Official Email Id	bimalendumishra@rediffmail.com
Website	www.noriapumps.com
Any other details (if any)	

(ii). **Brand Registered:** NORIA Pumps & Motors

(iii). **Unique Series Code:** BEE/NOR/11/00660/25

2. This permission is subject to-
  - a) the Star level displayed on the label of Submersible Pump Set sets shall conform to standards stated for Submersible Pump Set as per Schedule 7.
  - b) the label shall be affixed only on such model of Submersible Pump Set for which permission has been granted.
  - c) the label shall be printed and affixed on the Submersible Pump Set at the cost of the permittee.
  - d) the permittee shall ensure that the Star level displayed on the Submersible Pump Set shall be maintained till the validity of the approval granted by BEE.
  - e) the permittee shall pay the labelling fee as set in Schedule 7 and any amendments thereof.



# ऊर्जा दक्षता ब्यूरो

(भारत सरकार, विद्युत मंत्रालय)

**BUREAU OF ENERGY EFFICIENCY**

(Government of India, Ministry of Power)



f) the permittee shall furnish (through Standards & Labelling online web- portal) to the Bureau a statement containing details of production of labelled Submersible Pump Set and the accrued labelling fee due for each quarter within the following month of the close of each quarter of the financial year.

g) the permittee shall make available such other details of Submersible Pump Set as and when sought by the Bureau for which the permission has been granted.

3. The permittee shall not withdraw the registered brand from the market during the validity period except with the prior approval of the Bureau.
4. The unique label series code assigned by the Bureau of Energy Efficiency for the brand is NORIA Pumps & Motors and should appear on the label as per the approved design.
5. Signed, sealed and dated this 23 day of 6 month 2025 year.

Date:23-06-2025

Name: MILIND B DEORE

Designation: SECRETARY

(Name of the firm)

SEAL OF FIRM

मिलिंद देवरे / MILIND DEORE  
सचिव / Secretary  
ऊर्जा दक्षता ब्यूरो  
Bureau of Energy Efficiency  
भारत सरकार / Govt. of India  
विद्युत मंत्रालय / Ministry of Power  
नई दिल्ली / New Delhi-110066