



**Corpbiz**

**Ministry of Consumer Affairs, Food & Public  
Distribution Prohibits the Sale of Hallmarked  
Gold Without a 6-Digit Alphanumeric HUID**

On 04th March 2023, the Ministry of Consumer Affairs, Food & Public Distribution issued a Press Release where the ministry prohibited the sale of hallmarked gold jewellery or gold artefacts without the 6-digit alphanumeric Hallmark Unique Identification Number (HUID).

The intent behind the press release was to safeguard and protect the consumers, boosting confidence in purchasing hallmarked gold jewellery with traceability and assurance of quality.

The Bureau of Indian Standards (BIS) has henceforth prohibited the sale of hallmarked gold jewellery or gold artefacts without a 6-digit alphanumeric Hallmark Unique Identification Number (HUID) after 31st March 2023.

To date, the old hallmarked jewellery with four marks without HUID was permitted to be sold by the jewellers along with the 6-digit HUID mark. Jewellers were given more than a year and 9 months to clear their stock of their 4-digit hallmarked articles. However, the simultaneous sale of two types of hallmarked jewellery by the jewellers needed to be clarified in the mind of the typical consumer.

Several rounds of consultations were held with all stakeholders, including jewellers, on the issue by BIS through meetings held in Eastern, Southern and Western regions. The Department of Consumer Affairs also held a meeting on 18th January 2023 with all stakeholders. After having due consultations with all stakeholders and based on the views received, it has been decided that after 31st March 2023, sell or offer to sell Gold jewellery or Gold Artefacts unless it is hallmarked with 6 digit [Hallmark Unique Identification \(HUID\) number](#), which is in accordance with the Indian Standards specified in IS 1417:2016 as amended.

The press release further clarified that the sale of hallmarked gold jewellery or gold artefacts without the 6-digit alphanumeric HUID is not permitted after 31st March 2023 in order to safeguard and protect the consumers and enhance their confidence in the purchase of hallmarked gold jewellery with traceability and assurance of quality.

Hallmarked jewellery lying with consumers as per old schemes shall remain valid. As per section 49 of BIS Rules, 2018, in case Hallmarked Jewellery bought by the consumer is found to be of lesser purity than that marked on jewellery. The buyer/customer shall be entitled to compensation which shall be two times the

amount of difference calculated based on the shortage of purity for the weight of such article sold and the testing charges.

BIS started a hallmarking scheme for hallmarking Jewelry in the year 2000. However, Mandatory Hallmarking has been successfully implemented in 288 districts of the country, effective from 23 June 2021, vide Hallmarking of Gold Jewellery and Gold Artefacts Order, 2022, and its amendment dated 04 March 2022.

More than 3 lakh gold articles are being hallmarked with HUID every day. At present, 339 districts have at least one AHC.

Before the implementation of 6 digit Hallmark Unique Identification (HUID) number, hallmarking of Gold jewellery consisted of 4 logos viz; the BIS logo, purity of the article as well as the logo of the jeweller and Assaying and Hallmarking Centre.

6-digit HUID was introduced from 01 July 2021, and all articles hallmarked post 01 July 2021 have to be hallmarked with HUID only. After introducing HUID, the hallmark consisted of 3 marks viz, BIS logo, purity of the article and six-digit alphanumeric HUID. Each hallmarked article has a unique traceable HUID number.

A consumer can check and authenticate hallmarked gold jewellery items with a HUID number using 'verify HUID' in BIS CARE app, which is available on Android and iOS. It provides information about the jeweller who got the article hallmarked, their registration number, purity of the article, type of article, and details of the hallmarking centre which tested and hallmarked the article. Using this information, a typical consumer can verify the purchased article by matching it with the article type and purity.

HUID enhances the confidence and trust of consumers in the authenticity of the jewellery they purchase.

Official Notification Attached [Here](#)



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