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BUREAU OF INDIAN STANDARDS

The Authorized Indian Representative (AIR) for a BIS licence

A foreign maker seeking a Bureau of Indian Standards (BIS) licence under the Foreign Manufacturers Certification Scheme (FMCS) nominates an Authorized Indian Representative (AIR) living in India. The AIR consents to answer for the BIS Act, its rules and the licence, and is named on it. It acts for one maker only, barring group companies and related importers.

EVERY FOREIGN manufacturer applying for a licence under BIS's Foreign Manufacturers Certification Scheme (FMCS) needs an AIR. Scheme I of the Conformity Assessment Regulations, 2018 requires one "based in India", nominated in Form VI (paragraph 3(1)(h)). BIS's FMCS FAQ says the applicant nominates the AIR when it applies (question 5).

KEY FACTS

LAW

Bureau of Indian Standards Act, 2016

SCHEMES

Conformity Assessment Regulations, 2018

AMENDED BY

Conformity Assessment Amendment Regulations, 2026

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Who needs a BIS Authorized Indian Representative?

Every foreign manufacturer applying for a licence under BIS's Foreign Manufacturers Certification Scheme (FMCS) needs an AIR. Scheme I of the Conformity Assessment Regulations, 2018 requires one "based in India", nominated in Form VI (paragraph 3(1)(h)). BIS's FMCS FAQ says the applicant nominates the AIR when it applies (question 5).

See our guide to BIS certification in India and FMCS, the BIS licence for foreign manufacturers.

Under the Compulsory Registration Scheme (CRS, Scheme II), a foreign maker nominates an Indian representative in Form IV, who files its own affidavit (2026 amendment regulations, Scheme II, paragraph 3(1)(g)). See BIS CRS registration.

Who can be the AIR?

If the maker has a branch or office in India, its head or a senior person there is nominated as AIR. If it has none, the maker nominates a person on its own letterhead. The AIR must live in India, be at least a graduate, and have no conflict of interest with lab testing (BIS, Nomination of AIR).

A foreign national employed at the maker's office in India and living in India can be the AIR (FMCS FAQ, question 7). Under CRS, Form IV names a firm, not a person.

BIS's page words two rules two ways. Its opening lines say the office head or a senior person "shall be nominated", and paragraph (b) that an office employee "may preferably be". Its opening lines say "preferably at least graduate", and paragraph (d) "shall be at least graduate".

Who can represent a foreign maker under FMCS and CRS (BIS AIR page; CRS Form IV)

Situation	FMCS (AIR)	CRS (Indian representative)
The maker has its own office in India	Its head or a senior person there	Its liaison office, subsidiary or branch office
No office of its own, but the brand owner is in India	Not stated in the documents read	The brand owner or its registered user, subsidiary, branch or liaison office
An importer or distributor	A related importer may be AIR for more than one maker. Others: not stated in the documents read	The major importer, distributor or marketing partner, only if neither choice above exists
A company in the maker's group	One AIR may act for several makers in one group of companies	Not stated in the documents read

If the maker has no branch or office in India, it can nominate any person it legally appoints who meets these conditions (BIS, Nomination of AIR, paragraph (b)). To set up an office, see investing in India as a foreign company.

Can an importer, distributor or consultant be the AIR?

An importer related to the foreign maker can be the AIR, and BIS lifts its one-maker limit for it. Any other AIR represents one manufacturing firm only, unless the makers share a group. A maker with no Indian branch or office may nominate any person it legally appoints who meets BIS's conditions (BIS, Nomination of AIR, paragraphs 2 and (b)).

Only the foreign manufacturer applies for the FMCS licence, never an importer (FMCS FAQ, question 17). No BIS document we read bars a consultant from being AIR, but the one-firm and no-conflict rules apply.

Under CRS, the representative may not take part in other BIS work, such as testing samples or market surveillance. If it does, the registration may be cancelled (Scheme II, Form I, undertakings (xxii) and (xxiii)).

What does the AIR answer for?

The AIR declares consent to be responsible for compliance with the BIS Act, its rules and regulations, and the licence, agreement and undertakings the foreign maker signs. BIS names the AIR on the licence and may suspend or cancel the licence if the AIR doesn't cooperate (BIS, Nomination of AIR, paragraphs (e), (f) and (j)).

BIS may also direct a licence holder "or his representative" to stop selling and recall non-conforming goods, or to repair, replace or pay compensation (BIS Act, 2016, section 18(6) and (7)). Section 31 makes the licence holder or its representative liable to compensate a consumer injured by such goods.

When a company commits an offense under the Act, section 30 deems the company guilty, along with each director, manager, secretary or officer in charge, and the company's "authorised representative". The Act doesn't define that term or say whether it means the AIR. See BIS penalties and compounding.

What if the AIR leaves or changes address?

The maker must tell BIS well in advance of any change of AIR, or of the AIR's address. It must also make sure the licence is never left without a representative while it runs (BIS, Nomination of AIR, paragraphs (g) and (h)). A nomination in Form VI lasts until someone else is appointed.

Under CRS, the licensee tells BIS of a change of authorized representative within 21 days (Scheme II, Form I, undertaking (xvii)).

What does the AIR do day to day?

BIS lists the AIR's duties. The AIR may contact the lab about BIS samples only to deposit them and pay the testing charges. The AIR helps BIS draw market samples from imported consignments bearing the Standard Mark, appears before BIS when asked, and keeps information confidential (BIS, Nomination of AIR, paragraph (i)).

How IndusDesk helps with naming an AIR

We watch the authorities, tell you what each change means for your products and plans, represent you while a decision is still open, and carry the work through, with every step on record in your workspace. Licences and approvals are how we carry it through, never the whole of the work.

We work out which scheme applies and who meets BIS's conditions to represent the maker, and prepare the nomination and affidavits for the maker and its representative to sign and file. BIS decides every licence.

IndusDesk can act as your Authorized Indian Representative for a BIS licence.

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Talk to our desk about naming an Authorized Indian Representative

Message us on WhatsApp

Frequently asked questions

Can a foreign national be our AIR?

Yes, if the person works at the maker's office or branch in India and lives in India (FMCS FAQ, question 7). Otherwise the AIR is an Indian national living in India.

Can the AIR deal with the lab testing our samples?

Only to deposit BIS samples and pay the testing charges (BIS, Nomination of AIR, paragraph (i)). BIS also requires the AIR to have no conflict of interest with lab testing.

Is the AIR personally liable?

The AIR consents to answer for compliance with the BIS Act and licence terms. Section 30 deems a company's "authorised representative" guilty with the company, but doesn't say whether that means the AIR (BIS Act, 2016).

Sources

- BIS, FMCS: Nomination of AIR, paragraphs 2 and 3 and (a) to (j), last updated February 5, 2026
- BIS, FMCS: Frequently Asked Questions, questions 5, 7 and 17, last updated December 13, 2021
- Bureau of Indian Standards (Conformity Assessment) Regulations, 2018, as published on June 4, 2018: Schedule II, Scheme I, paragraph 3(1)(h) and Form VI
- Bureau of Indian Standards (Conformity Assessment) Amendment Regulations, 2026, February 25, 2026: Scheme II, paragraph 3(1)(g), Form I (item 7 and undertakings (xvii), (xxii) and (xxiii)), Forms III A, III B, IV and V (PDF, 1.6 MB)
- The Bureau of Indian Standards Act, 2016 (No. 11 of 2016), sections 17, 18(6) and (7), 29(3), 30 and 31 (PDF, 133 KB)

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