



ऊर्जा दक्षता ब्यूरो  
(भारत सरकार, विद्युत मंत्रालय)  
**BUREAU OF ENERGY EFFICIENCY**  
(Government of India, Ministry of Power)



DNR  
05.06.25

File No. 5463/SL-15/1/2024-BEE / 1443 - 1479

30<sup>th</sup> May, 2025

To,

All SDAs

POLSS  
Shivank

**Subject: Intimation for Non-Compliance of BEE Star Labelled Room Air Conditioner  
(Cruise Model no. CWCVBH-VQ1S123)**

Dear Sir/ Madam,

Pursuant to the provisions of Regulation 7 of the Bureau of Energy Efficiency (Particulars and Manner of their Display on Labels of Room Air Conditioner) Regulations, 2017, the Bureau gave permission to M/s **Cruise** Appliances Pvt. Ltd. to affix label on the Room Air Conditioner, brand Cruise, Model no. CWCVBH-VQ1S123.

The Bureau, under Regulation 11 of the Bureau of Energy Efficiency, (Particulars and Manner of their Display on Labels of Room Air Conditioner) Regulations, 2017, had purchased one samples of BEE Star Labelled RAC (Cruise, Model no. CWCVBH-VQ1S123) and carried out check testing in accordance with the prescribed test procedures.

In pursuance of Regulation 11 (4) of the Bureau of Energy Efficiency Particulars and Manner of their Display on Labels of Room Air Conditioner) Regulations, 2017, the Bureau should conduct Second Check Testing of the failed model samples. Despite of various attempt to available the aforementioned models, it is found that Permittee has stopped the production of this model and hence the model are unavailable in the market as well as in manufacturing site. Due to this, it is impossible to conduct its second check testing.

In view of the above, the result of first check testing shall be treated as final and shall be binding on the permittee i.e., fail.

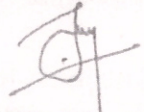
Pursuant to sub regulations (7) of regulation 11 of the Bureau of Energy Efficiency (Particulars and manner of their display on labels of Room Air Conditioners), Regulations, 2017, the permittee was directed to:

- Correct the star label displayed on the label of the household Room Air Conditioner or remove the defects and deficiencies found during testing;



- b. Withdraw all the stocks from the market to comply with the directions of the Bureau; and
- c. Change the particulars displayed on advertising material.

The permittee was directed to submit compliance report in the format as stated in form VII. The copy of report submitted by permittee is enclosed (**Annexure A**). Further, as per provisions of said regulation, the report is being submitted to the SDA for the purpose of ensuring action complied as per declaration of manufacturer in approved format under Section 17 of the EC Act, 2001. Therefore, you are requested to establish conformity and inform discrepancies, if any.

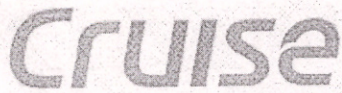


(Milind Deore)  
Secretary

**Enclosures:**

1. Test Report of the 1<sup>st</sup> Check Tested Model





Form VII  
Action Taken Report  
Compliance Report  
[See regulation 11 (8)]

To  
THE SECRETARY,  
BUREAU OF ENERGY EFFICIENCY  
(MINISTRY OF POWER, GOVERNMENT OF INDIA) 4TH  
FLOOR, SEWA BHAWAN,  
SECTOR 1, R.K.PURAM,  
NEW DELHI-110 066 INDIA.

Dated 17/03/2025

Pursuant to the provisions of regulation 7 of the Bureau of Energy Efficiency (Particulars and Manner of their Display on Label of Room Air Conditioner) Regulations, 2017, we M/s CRUISE APPLIANCES PVT. LTD. the manufacturer of room air conditioners were permitted to affix label on the room air conditioners conforming to the energy consumption standard of 3 star level vide Bureau of Energy Efficiency letter No. BEE/AW/02/023/10/22/00113/WAC dated 04/02/2022 for the model number CWCVBH-VQ1S123.

Pursuant to the provisions of sub-regulation (4) of regulation 11 of the Bureau of Energy Efficiency (Particulars and Manner of their Display on Labels of Room Air Conditioner) Regulations, 2017, we were given directions vide Bureau of Energy Efficiency letter number BEE/AW/02/023/10/22/00113/WAC dated 04/02/2022 to take necessary corrective action. In the light of directive issued by Bureau of Energy Efficiency, we hereby declare that the following actions have been taken at our end.

	Action Directed	Status	Action Taken
(i)	Correct the star level displayed on the label of the room air conditioner to comply with the directions of the Bureau	NA	This is to inform you that the model name CWCVBH-VQ1S123 registered through application id 158233 and expired on 31/12/2024. And the last production was done till 31/03/2024. After 31/03/2024 there was no production for the model CWCVBH-VQ1S123.
(ii)	Withdraw all the stocks from the market to comply with the directions of the Bureau. and	NA	All the stocks from the market have been withdrawn to comply with the directions of the Bureau. Since May 2024, there was no stock available.
(iii)	Change the particulars displayed on advertising material.	NA	Mode Expired, Hence no production there since 31/03/2024.

The above declaration is true to the best of our knowledge and belief.

For Cruise Appliances Pvt. Ltd.

Signature.....

Name - Mr. Parasmal Sirohia

Designation - Managing Director