

**Central Consumer Protection Authority**  
**F.No J-25/7/2022-CCPA (Part 1)**

In the matter of: Case against PUR Energy Pvt. Ltd for violation of consumer rights and unfair trade practices concerning PURE Electric Vehicles (EVs)

**CORAM:**

Shri Rohit Kumar Singh, Chief Commissioner

Shri. Anupam Mishra, Commissioner

**Appearance on behalf of PUR Energy Pvt. Ltd:**

1. Mr. Yusuf
2. Mr. Sampath
3. Mr. Karthik
4. Mr. Shah rukh

Date: 20.12.2023

**ORDER**

1. The hearing was held through video conferencing on 13.12.2023.
2. This is a suo-moto case taken up by the Central Consumer Protection Authority (CCPA) for violation of consumer rights and unfair trade practices concerning PURE Electric Vehicles (EVs).
3. Following submissions were made by the representatives appearing on behalf of the company –
  - (i) The company has already submitted its response to the notice and the Ministry of Road Transport and Highways has set up a committee headed by the DRDO which has also submitted its report.
  - (ii) The representatives of DRDO had visited the company's factory and have given a positive feedback. The company has the report of DRDO but it is not presently available for the hearing.
  - (iii) Though the batteries have been tested, there is chance of battery catching fire if there is abuse. For the three incidents, it was found that there was some protocol which was not followed by the consumer, which led to the fire incidents.
  - (iv) Presently, more 60,000 batteries are in circulation and the number of fire incidents is about 5-6. Each battery goes through a testing process which is in conformity with AIS – 156. All batteries are AIS – 156 certified.

- (v) The company also admitted that all the products manufactured by the company are duly tested and certified by the International Center for Automotive Technology (ICAT).
4. No document have been submitted by the company to show the methods used by it for propagating and making consumers aware about safe usage of its EVs.
5. In view of the above, the opposite party is directed to submit the following before the next date of hearing –
- (i) The DRDO report, which the company claims to have given a positive feedback.
  - (ii) The documents which substantiate that the products of the company are tested and certified by ICAT.
  - (iii) The methods used by the company to demonstrate how it raises consumer awareness regarding the safe usage of its EVs.
6. The next hearing shall be held on 22.12.2023 at 3:30 P.M.



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Rohit Kumar Singh  
Chief Commissioner



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Anupam Mishra  
Commissioner