



# Union Minister Shri Pralhad Joshi Releases New BIS Standard for Incense Sticks to Enhance Consumer Safety and Product Quality

प्रविष्टि तिथि: 26 DEC 2025 3:42PM by PIB Delhi

The Union Minister for Consumer Affairs, Food & Public Distribution, Shri Pralhad Joshi, released **IS 19412:2025 – Incense Sticks (Agarbatti)** — Specification, an Indian Standard developed by the Bureau of Indian Standards (BIS). The standard was released on the occasion of National Consumer Day 2025 at Bharat Mandapam, New Delhi.

The newly notified standard specifies **prohibited use of certain insecticidal chemicals and synthetic fragrance substances** in agarbattis that may pose risks to human health, indoor air quality and the environment. To address these issues, IS 19412:2025 specifies a list of substances prohibited for use in agarbattis. This includes certain insecticidal chemicals such as *alethrin*, *permethrin*, *cypermethrin*, *deltamethrin*, and *fipronil*, as well as synthetic fragrance intermediates like *benzyl cyanide*, *ethyl acrylate*, and *diphenylamine*. Many of these substances are restricted or banned internationally due to their potential impact on human health, indoor air quality, and ecological safety.

Considering consumer safety, indoor air quality, environmental sustainability and regulatory compliance—along with global restrictions on certain fragrance compounds and chemicals globally—has therefore underscored the need for a dedicated Indian Standard for Agarbattis. The standard classifies Agarbatti into machine-made, hand-made, and traditional masala agarbattis, and prescribes requirements for raw materials, burning quality, fragrance performance, and chemical parameters, ensuring safer products and consistent quality for consumers.

Products conforming to this standard will be eligible to carry the **BIS Standard Mark**, enabling consumers to make informed choices with confidence. The notification of IS 19412:2025 is expected to boost consumer confidence, promote ethical and sustainable manufacturing practices, protect traditional livelihoods and enhance global market access for Indian agarbatti products.

The standard has been developed by the **Fragrance and Flavour Sectional Committee (PCD 18)** of BIS through extensive stakeholder consultations. Experts from institutions such as CSIR–Central Institute of Medicinal and Aromatic Plants (CIMAP), CSIR–Indian Institute of Toxicology Research (IITR), CSIR–Central Food Technological Research Institute (CFTRI), the Fragrance and Flavour Development Centre (FFDC), Kannauj, and the All India Agarbatti Manufacturers Association contributed to its formulation.

India is the **world's largest producer and exporter of agarbattis**, with the industry estimated at around **₹8,000 crore annually** and exports of about **₹1,200 crore** to more than **150 countries**. The sector supports a large ecosystem of artisans, MSMEs and micro-entrepreneurs, particularly in rural and semi-urban areas, and provides significant employment opportunities, especially for women.

Incense sticks, popularly known as agarbattis, are an integral part of India's cultural and religious practices and are widely used in households, places of worship, meditation centres and wellness spaces. With rising global interest in yoga, meditation, aromatherapy and holistic well-being, demand for incense products has increased significantly in both domestic and international markets.

\*\*\*\*\*

**RT**

(रिलीज़ आईडी: 2208829) आगंतुक पटल : 2728

इस विज्ञप्ति को इन भाषाओं में पढ़ें: Urdu , Marathi , हिन्दी , Tamil