

I-9/1/2026-W&M Section
GOVERNMENT OF INDIA/भारत सरकार
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
उपभोक्ता मामले, खाद्य एवं सार्वजनिक वितरण मंत्रालय
DEPARTMENT OF CONSUMER AFFAIRS/उपभोक्ता मामले विभाग
WEIGHTS AND MEASURES UNIT/बाट तथा माप अनुभाग

Krishi Bhawan, New Delhi/कृषि भवन, नई दिल्ली

Date /दिनांक: 18.05.2026

To / सेवामें,

**The Controller of Legal Metrology,
All States/UTs**

Subject: Use of Customary Units as Supplementary Statements alongside Standard Units under the Legal Metrology Framework – reg.

It has come to the notice that in certain sectors of trade, commerce, industry and day-to-day transactions, customary units such as inches, feet, yards, square feet, dozen etc. are commonly used for ease of understanding and commercial convenience.

2. In this regard, it is clarified that under the provisions of the Legal Metrology Act, 2009 and the Rules made thereunder, the units of weight and measure prescribed are based on the metric system and the International System of Units (SI units), which shall continue to remain the legally recognized standard units for all purposes of transaction, protection and regulatory compliance.

3. However, use of customary units as supplementary or additional statements may be permitted, provided that:

(i) the corresponding standard SI unit prescribed under the Act and Rules is declared prominently;

(ii) the customary unit is used only as additional information and not as a substitute for the standard unit;

(iii) in case of any inconsistency or dispute, the declaration in standard SI units shall prevail;

(iv) the supplementary declaration shall not mislead consumers or create ambiguity regarding quantity, dimension, area, volume, number or measurement.

4. For the purposes of this advisory, "customary units" means units other than the standard units prescribed under the Act and Rules, which are used only for supplementary information along with their equivalent declaration in standard SI units.

Illustrations:

- (i) 1 metre (39.37008 inches)
- (ii) 1 metre (3.280840 feet)
- (iii) 1 square metre (10.7639 square feet)

- (iv) 12 numbers (1 dozen)
- (v) 139 cm (55 inches television screen size), etc.

5. The above approach is intended to facilitate ease of trade, consumer understanding, international commercial practices and practical market usage, while maintaining the primacy, uniformity and legal sanctity of standard SI metric units prescribed under the legal metrology framework.

6. All manufacturers, packers, importers, dealers and other stakeholders are requested to ensure that the mandatory declarations prescribed under the Legal Metrology framework are made in standard SI units and that any supplementary customary units are displayed only in a non-misleading and explanatory manner.

Yours faithfully/आपका विश्वासपात्र



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