



**BY REGISTERED POST**  
**NOTICE**

F. No. B-29016/(EPR)/17/WM-III Div.

August 30, 2017

To,

**M/s. Maxx Moblink Private Limited.,**  
106 Chawda Commercial Center,  
Mind Space New Ink Road,  
Chincholi Bunder,  
Malad (W) Mumbai- 400064,

**Sub: Notice under E-Waste (Management) Rules, 2016 for not seeking EPR Authorization – Reg.**

Sir,

Ministry of Environment, Forest and Climate Change, Government of India has notified E-waste (Management) Rules, 2016 and the rules are effective since 1<sup>st</sup> October, 2016.

Whereas, sub rule 3(1) (cc) of the above said rules stipulates that 'Producer' is a person who, irrespective of the selling technique used such as dealer, retailer, e-retailer, manufacture and place on the market the electrical and electronic equipment (EEE) under its own brand or offers to sell under its own brand, assembled electrical and electronic equipment and their components or consumables or parts or spares produced by other manufacturers or suppliers or Offers to sell imported electrical and electronic equipment and their components or consumables or parts or spares.

Whereas, sub rule 5(1), of the above said rules stipulates that every Producer of electrical and electronic equipment (EEE) listed in schedule I of the said rules has to implement Extended Producer Responsibility (EPR). The frame work of implementation has been detailed in the said rules.

Whereas, sub rules 13(1)(i) of the above said rules stipulates that every Producer of electrical and electronic equipment (EEE) shall make an application for Extended Producer Responsibility (EPR) – Authorisation in form – 1.

Whereas, sub rule 5 (7) of the above said rules stipulates that operation without Extended Producer Responsibility – Authorisation by any producer, as defined in this rule and given in the first para above, shall be considered as causing damage to the environment.

Whereas, sub rule 21 of the above said rules stipulates that a producer is liable for all damages caused to the environment or third party due to improper handling and management of E-Waste.

Whereas, as a Producer of electrical and electronic equipment (EEE) listed in schedule I of the said rules, you have not applied for EPR – Authorisation to CPCB as on date.

Now therefore, notice is hereby issued, directing you to seek EPR – Authorisation from CPCB failing which CPCB may be constrained to act against you as per the provisions of section 15 of E (P) Act 1986 read with section 14 of NGT Act 2010.

Yours faithfully,

*Anand Kumar*  
(Anand Kumar)  
20/08/17

Additional Director &  
Divisional Head  
WM- III Division