

File No.: RCD-02001/133/2024-Regulatory-FSSAI [E-12084]

भारतीय खाद्य सुरक्षा और मानक प्राधिकरण
(खाद्य सुरक्षा और मानक अधिनियम, 2006 के तहत स्थापित एक वैधानिक प्राधिकरण)
(नियामक अनुपालन प्रभाग)
एफडीए भवन, कोटला रोड, नई दिल्ली-

110002

Dated: 28th May, 2025

ADVISORY

Subject: Discontinuation of the Term "100%" on Food Product Labels and Related Promotional Materials- reg.

FSSAI has observed a growing trend in the use of the term "100%" on food product labels and across various promotional platforms. This terminology is ambiguous, misleading within the current regulatory framework, and is prone to misinterpretation.

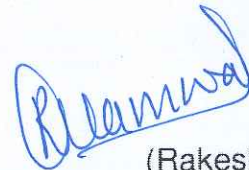
2. As per the Food Safety and Standards (Advertising and Claims) Regulations, 2018, the term "100%" is not defined or referenced in any manner under the FSS Act, 2006, or the Rules and Regulations made thereunder.

3. Further, the Sub-regulation 10(7) of the aforementioned regulations strictly prohibits any advertisement or claim that undermines other manufacturers or influences consumer perception in a misleading manner and as per Sub-regulation 4(1) it shall be ensured that the Claims must be truthful, unambiguous, meaningful, not misleading and help consumers to comprehend the information provided.

4. The usage of the term "100%"—in isolation or conjunction with other descriptors—is likely to convey a false sense of absolute purity or superiority, potentially leading consumers to believe that competing products in the market do not comply with prescribed standards.

5. Therefore, all the FBOs are advised to discontinue the usage of the term "100%" on food product labels, packaging, and promotional content.

This issues with the approval of the Competent Authority.



(Rakesh Kumar)

Director- Regulatory Compliance

To

All Food Business Operators- For compliance of above Advisory.

Copy to

1. Advisor (Standards), FSSAI-HQ
2. Director (Standards), FSSAI-HQ
3. Director (Legal), FSSAI-HQ
4. CITO- for uploading on Website