

PRESS RELEASE

FSSAI ACTION AGAINST MISLEADING CLAIMS & ADVERTISEMENTS BY THE FOOD BUSINESS OPERATOR CONTINUES.

In order to keep a close tab on the claims and advertisements being made by the Food Business Operators on their products, **Advertisement Monitoring Committee** of FSSAI has reported **32 fresh cases** which have been found *prima facie* in contravention of the provisions of Food Safety and Standards (Advertisements & Claims) Regulations, 2018.

The food products scrutinized include various range of products like health supplements, organic products, fast moving consumer goods (FMCG) products, staples etc. and the claims identified include various health claims, product claims etc. Further, the FBOs include manufacturers and/or marketers of nutraceutical products, refined oils, pulses, flours, millet products, ghee etc.

As per the provisions of Food Safety and Standards (Advertisements & Claims) Regulations, 2018 under which the deceptive claims or advertisements are prohibited and are punishable offences under Section-53 of FSS Act, 2006.

For further action including issuance of notices to the concerned Food Business Operators, the same have been referred to the concerned Licensing Authorities for issuance of notices to all such FBOs for withdrawing the misleading claims or scientifically substantiate the same. In case of unsatisfactory response, the FBO is required to withdraw such claims or modify them as per the provisions of the said Regulations failing which the FBO can be penalised with a fine extending up to Rs. Ten lakhs, as per Section-53 of the Food Safety and Standards Act 2006, apart from other stringent punishments like suspension/cancellation of license etc. in case of repeated offences.

The total number of such cases of reported misleading advertisements and claims during last six months has gone up to 170 cases and the action against such delinquent Food Business Operators shall also continue in future.

All the Food Business Operators are again advised to strictly adhere to the provisions of Food Safety and Standards (Advertisements & Claims) Regulations, 2018 and desist from making any unscientific and/or exaggerated claims and advertisements to promote their product sales to avoid enforcement actions and in larger consumer interests.
