

**GOVERNMENT OF INDIA  
MINISTRY OF HEALTH AND FAMILY WELFARE  
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA  
UNSTARRED QUESTION NO. 3364  
TO BE ANSWERED ON 8<sup>TH</sup> AUGUST, 2025**

**STRICT LABELLING NORMS**

**3364. THIRU D M KATHIR ANAND:**

Will the **Minister of HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether Food Safety and Standards Authority of India (FSSAI) has implemented strict labelling norms to prevent beverage companies from misleadingly advertising low-pulp reconstituted fruit drinks as “100% juice” or using deceptive visuals;
- (b) if so, the number of violations reported and penalties imposed since 2023;
- (c) whether the Government is likely to mandate the display of actual fruit or pulp content percentage on the front of beverage labels and if so, the details thereof; and
- (d) the awareness campaigns undertaken by the Government to educate consumers, particularly children and parents, about the difference between real fruit juice and artificially flavoured drinks?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY  
WELFARE  
(SHRI PRATAPRAO JADHAV)**

(a) & (b): The sub-regulation 5(1) of chapter- 2 of Food Safety and Standards (Labelling and Display) Regulations, 2020 notified by Food Safety and Standards Authority of India (FSSAI) specifies that: “*The Name of Food: Every package of food shall carry name of the food which indicate the true nature of the food contained in the package, on the Front of Pack.*”

The sub-regulation 4(1) of Food Safety and Standards (Advertising and Claims) Regulations, 2018 specifies that Claims must be truthful, unambiguous, meaningful, not misleading and help consumers to comprehend the information provided.

In cases of labelling defects and other related contraventions, penalties are imposed as per the provisions laid down under Sections 52 and 53 of the Food Safety and Standards Act, 2006. These sections pertain to the imposition of penalties for misbranded food and misleading

labelling/claims, respectively. Such violations are treated as civil offences and are adjudicated through the adjudication mechanism provided under the FSS Act. Details of the action taken against the defaulting Food Business Operators for non-compliance including Labelling defects/ Misleading in the last 3 years are at **Annexure-I**.

(c): The sub-regulation 5(2) of chapter- 2 of Food Safety and Standards (Labelling and Display) Regulations, 2020 specifies that 'Except for single ingredient foods, a list of ingredients shall be declared on the label which interalia includes the ingoing percentage of an ingredient (including compound ingredients or categories of ingredients), by weight or volume as appropriate, at the time of manufacture, shall be disclosed for foods sold as a mixture or combination.

(d): FSSAI runs a social media awareness campaign, "#HarLabelKuchKehtaHai" to empower citizens with label literacy for informed choices. Through engaging contents, infographics and videos, the social media posts educate consumers on key elements like nutritional information (calories, fats, sugars, protein, serving size), ingredient lists, allergen warnings and date markings. Label awareness activities (through Display Board, Nukkad Natak, etc.) are also conducted in various Exhibitions (like - IITF, AAHAR) and Fairs (like - Food Festival, Eat Right Mela, etc).

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**Annexure I**

| <b>Details of the Enforcement for last 3 years (including Fruit Drinks)</b> |                                |  |                              |
|---|--------------------------------|--|------------------------------|
| <b>Year</b>   | <b>No. of Samples Analysed</b> | <b>No. of Samples found non-conforming</b> | <b>No. of Cases launched</b> |
| <b>2024-25</b>  | 1,70,535                       | 34,388                                     | 30,142                       |
| <b>2023-24</b>  | 1,70,513                       | 33,808                                     | 29,586                       |
| <b>2022-23</b>  | 1,77,511                       | 44,626                                     | 28,464                       |