

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 1869
TO BE ANSWERED ON 04TH AUGUST, 2026**

MISLEADING HEALTH CLAIMS ON FOOD PRODUCTS IN THE MARKET

1869. SHRI YERRAM VENKATA SUBBA REDDY:

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

- (a) whether FSSAI and Government are aware that there are products flooding the market with misleading promises of being 'natural', 'healthy', 'heart-friendly', 'no added sugar', 'organic', 'zero maida', etc.;
- (b) the details of action taken against such false claims by FSSAI during the last two years and the current year, year-wise; and
- (c) how Government and FSSAI help educate/aware consumers to see beyond marketing messages?

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

(a) to (c): Food Safety and Standards Authority of India (FSSAI) is mandated to lay down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption. The implementation and enforcement of the Food Safety and Standards (FSS) Act, 2006 is a shared responsibility between the Central and State Governments.

FSSAI has notified Food Safety and Standards (Labelling and Display) Regulations, 2020 which mandates that pre-packaged food shall not be described or presented on any label or in any labelling in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character in any respect.

To regulate advertisements and claims made on the food packages, FSSAI has also notified Food Safety and Standards (Advertising and Claims) Regulations, 2018 which stipulates that:-

- Advertisements and claims shall not undermine the importance of healthy lifestyles and no advertisement shall be made for food products which is deceptive to the consumers along with other provisions under the regulations.
- Advertisements for food or beverages shall not be promoted or portrayed as a meal replacement unless otherwise specifically permitted as a meal replacement under any other Regulations made under FSS Act, 2006.
- Schedule V of Food Safety and Standards (Advertising and Claims) Regulations, 2018 stipulates specific conditions for the use of claims such as "Natural", "Fresh", "Traditional", "Original" on food labels. Such claims may only be used when the prescribed conditions are fulfilled under the above Regulations.
- Foods shall not be described as "healthy" or be represented in a manner that implies that a food in and of itself will impart health.
- No claims shall be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder or particular physiological condition unless specifically permitted under any other regulations made under FSS Act, 2006.
- There shall not appear in the label of any package, containing food for sale the words "recommended by the medical or nutrition or health professionals" or any words which imply or suggest that the food is recommended, prescribed, or approved by medical practitioners or approved for medical purpose.

Food shall be labelled as "Organic" only if it complies with the requirements specified under the Food Safety and Standards (Organic Foods) Regulations, 2017 including the applicable certification and labelling provisions.

During FY 2026–27, FSSAI has issued 87 notices to FBOs for misleading claims and advertisements found to be in violation of the provisions of the Food Safety and Standards Act, 2006 and Food Safety and Standards (Advertising and Claims) Regulations, 2018. Details of enforcement action taken for all non-conforming foods products (including for

Labelling defects/Misbranded/Misleading claims) by State/UTs in the last three years is as under:-

Enforcement action taken for all non-conforming foods products (including Labelling defects/Misbranded/Misleading claims) in the last 3 years				
Year	No. of Samples Analysed	No. of Samples found non-conforming	Civil Cases	Criminal Cases
			Decided with Penalty	No. of Convictions
2025-26*	223808	40023	31878	1918
2024-25	170535	34388	30142	1265
2023-24	170513	33808	29586	1161

*The data for FY 2025–26 is provisional and subject to revision.

FSSAI carries out the following awareness campaign:-

- "#HarLabelKuchKahtaHai", to empower citizens with label literacy for healthier eating and informed choices. This initiative educates consumers on key elements like nutritional information (calories, fats, sugars, and protein), ingredient lists, allergen warnings, and date markings.
- In order to inculcate healthy eating habit, FSSAI carries out Eat Right India initiative that advocates, educates Consumers to eat healthy food as per the individual nutritional requirements and encourages Food Business Operators (FBOs) to offer safe and wholesome food to the consumers.
- 'Aaj se Thoda Kam' campaign encourages consumers to gradually reduce their intake of fat, salt, and sugar through dietary modifications.
- The quiz named 'Eat Right Quiz on Obesity' in Collaboration with MyGov has been launched in April 2025 to engage people in a fun & interactive way while educating them on different aspects of obesity and healthy living.
