

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3944  
TO BE ANSWERED ON 10<sup>TH</sup> AUGUST, 2018**

**BAN ON UNHEALTHY FOOD ADVERTISEMENTS**

**3944. SHRI K.R.P. PRABAKARAN:**

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

- (a) whether the Government proposes to ban advertisement of unhealthy food aimed at children on various media platforms and if so, the details thereof;
- (b) the details of banned food items including alcohol, cigarette, gutkha, etc.; and
- (c) the other measures being taken by the Government in this regard?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SHRI ASHWINI KUMAR CHOUBEY)**

(a): To help consumers make an informed choice, Food Safety and Standards Authority of India (FSSAI) has formulated draft Food Safety and Standards (Labelling & Display) Regulations, 2018, which includes the provision for labelling of High Fat, Salt and Sugar (HFSS) foods. Same have been uploaded on FSSAI website under notice for calling comments, suggestions etc. from the stakeholders. Provision for restricting the advertisement of such HFSS foods to children has also been included in these proposed regulations.

(b) & (c): There is no ban on alcohol. However, to ensure production and sale of good quality liquor in the country, FSSAI has notified standards of Alcoholic beverage on 5.4.2018. Regarding tobacco products, as per regulation 2.3.4 of Food Safety and Standards (Prohibition and Restriction on Sales) Regulations, 2011, Tobacco and Nicotine cannot be used as ingredients in any food products.

Further, Cigarette is not a food item. However, there is ban on smoking in public places except designated smoking areas, ban on sale of cigarettes & other tobacco products to and by persons below the age of eighteen years and within 100 yards of educational institutions and ban on promotion/advertisement of cigarettes & other tobacco products, under Cigarettes and Other Tobacco Products (Prohibition of Advertisement, Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA, 2003) & Rules made thereunder.

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