

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

**LOK SABHA
UNSTARRED QUESTION NO. 463
TO BE ANSWERED ON 20TH JULY, 2018**

MISLEADING ADVERTISEMENTS ON FOOD PRODUCTS

463. SHRI SANJAY HARIBHAU JADHAV:

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

- (a) whether the Government proposes to introduce the Food Safety and Standard Regulation Bill to check misleading advertisements and claims;
- (b) if so, the details thereof; and
- (c) the time by which the Government is likely to take any steps to introduce such law?

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

(a) to (c): Section 24 of the Food Safety and Standards Act, 2006 places restriction on misleading advertisements relating to food and Section 53 thereof prescribes penalty for such advertisements. Further, the Food Safety and Standards Authority of India (FSSAI) had notified the draft Food Safety and Standards (Advertising and Claims) Regulations on 13.03.2018 for public comments. Comments received from stakeholders were examined by the Scientific Panel and the Scientific Committee of FSSAI. The Food Authority approved the draft Regulations in its meeting held on 14.06.2018 for final notification.

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