

GOVERNMENT OF INDIA  
MINISTRY OF FOOD PROCESSING INDUSTRIES  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 3327**  
TO BE ANSWERED ON 20<sup>TH</sup> MARCH, 2025

**MISLEADING CLAIMS ABOUT PROCESSED FOODS**

†3327. **SHRI DILESHWAR KAMAIT;**  
**MS. BANSURI SWARAJ;**  
**SHRI BIBHU PRASAD TARAI;**  
**SHRI BIPLAB KUMAR DEB;**  
**SHRI DEVUSINH CHAUHAN**  
**SHRI JAGDAMBIKA PAL;**

Will the Minister of *FOOD PROCESSING INDUSTRIES* be pleased to state:

- (a) whether the Government has formed any committee to counter misleading publicity about processed food;
- (b) if so, the details thereof along with the ambit of the committee;
- (c) whether the Government has notified the constitution and the terms of reference of the said committee and if so, the details thereof;
- (d) the time by which said committee is likely to submit its report to the Government and whether the recommendation would be made available to the public and if so, the details thereof;
- (e) the other steps taken/being taken by the Government to prevent misleading publicity about processed food;
- (f) the manner in which the Government ensures that consumer interest are prioritized in regulating food advertisement and labelling practices; and
- (g) the manner in which the Government plan to strengthen regulatory oversight of digital and social media advertisement that promote misleading claims about processed food items?

**ANSWER**

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES  
(SHRI RAVNEET SINGH)

**(a) to (d):** Ministry of Food Processing Industries vide circular dated 12.12.2024 has constituted a committee under the chairmanship of Hon'ble Minister of Food Processing Industries to address misleading publicity of the processed food. The objective of the committee is to address misleading publicity of processed foods, ensuring accurate information for consumers and fostering ethical advertising practices in the processed food industry. The terms of reference of the committee include the assessment of current practices, examine the regulatory and legal framework and develop guidelines for processed food advertising. The Committee is of advisory in nature and it will provide its recommendations from time to time for appropriate action by all concerned authorities.

**(e) to (g):** Section 24(1) of the Food Safety and Standards Act, 2006 specifies that '*no advertisement shall be made of any food which is misleading or deceiving or contravenes the provisions of this Act, the rules and regulations made thereunder*'. Food Safety and Standards

Authority of India (FSSAI) has notified the Food Safety and Standards (Labelling and Display) Regulations, 2020 pertaining the requirements specified for labelling of Pre-packaged foods. The regulation specifies various labelling requirements to be displayed on the label of all the food products. All the Food business operators have to comply the provisions specified under these regulations.

FSSAI has also notified the Food Safety and Standards (Advertising and Claims) Regulations, 2018 pertaining to claims and advertisements by Food Business Operators in respect of their food products. These regulations are aimed to establish fairness in claims and advertisements of food products and make food businesses accountable for such claims /advertisements so as to protect consumer interests. Any contravention of these regulations may lead to appropriate actions in accordance with the provisions of the Food Safety and Standards Act, 2006, and its subsequent regulations made thereafter.

\*\*\*\*\*