

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

**LOK SABHA  
UNSTARRED QUESTION NO. 2223  
TO BE ANSWERED ON 12<sup>TH</sup> DECEMBER, 2025**

**MISUSE OF ORS LABELING**

**†2223. DR. SAMBIT PATRA:**

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

(a) whether the Government is aware that several e-commerce platforms, grocery stores, shopping malls, pharmacies, etc., are illegally selling fruit-based beverages, ready-to-drink products, electrolytes, etc., by labeling them as ORS (Oral Rehydration Solution) and if so, the details thereof along with the action taken by the Government against such sellers; and

(b) whether the Government has prepared any action plan for inspections and remedial measures in case of violations to prevent misuse of ORS labeling and if so, the details thereof?

**ANSWER**

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

(a) and (b): The Food Safety & Standards Authority of India (FSSAI) in exercise of its regulatory oversight, has issued directions to all the Food Business Operators (FBO) for removal of such brand name / product name containing word “Oral Rehydration Solution (ORS)” with immediate effect from all distribution channels, along with from e-commerce platforms.

In pursuance to this, directions have also been issued to all the enforcement authorities in States/UTs & regional office of FSSAI, wherein Commissioners of Food Safety of all States/UTs and Central Licensing Authorities were advised to initiate regulatory action against such FBOs and against misleading food labels using the term “ORS” on non-carbonated water-based beverages/ Fruit based beverages/ Ready to serve/drink beverages, in accordance with the provisions of the FSS Act, 2006 and relevant regulations.

Food Safety and Standards (FSS) Act, 2006 imposes restrictions on unfair trade practices, including the prohibition of misleading advertisements and claims. Further, FSSAI has also notified the Food Safety and Standards (Advertising and Claims) Regulation, 2018, to address issues related to misleading claims, labelling and advertisements. It ensures that food-related advertisements and claims are accurate, non-deceptive, and align with food safety standards. It is the responsibility of the food business to adhere with these requirements. 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.

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