

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

**LOK SABHA
UNSTARRED QUESTION NO.1352
TO BE ANSWERED ON 6TH FEBRUARY, 2026**

MISUSE OF THE TERM "ORS" ON NON-MEDICAL BEVERAGE

1352. SHRI G KUMAR NAIK:

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

- (a) whether the Government has taken any action to enforce the Food Safety and Standards Authority of India (FSSAI) order dated 14th October, 2025 prohibiting the use of the term “ORS” on beverages that do not conform to medically prescribed Oral Rehydration Solution standards and if so, the details thereof;
- (b) whether any inspections, enforcement actions or market surveillance drives have been conducted to identify and remove non-compliant high-sugar drinks, such as “ORSL” and similar products, from retail outlets and pharmacies and if so, the details thereof;
- (c) the number of products found in violation of the said order and the action taken against the concerned manufacturers, distributors and retailers; and
- (d) whether the Government proposes to undertake any awareness or educational measures for retailers, distributors and consumers to prevent the misleading sale of non-medical drinks as ORS, and if so, the timeline proposed for the same?

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

(a) to (d): 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 Act, 2006 is a shared responsibility between the Central and State Governments.

FSSAI in exercise of its regulatory oversight, has issued directions on 15.10.2025 to all the Food Business Operators (FBOs) for removal of such brand name / product name containing word “Oral Rehydration Solution (ORS)” with immediate effect from all distribution channels as well as e-commerce platforms.

Further, FSSAI and its Regional Offices through the State/UTs have also issued advisories to all the enforcement authorities 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 Food Safety and Standards (FSS) Act, 2006 and Regulations made thereunder.

As of now, the total of 87 (eighty-seven) notices including improvement notices, suspension orders and show-cause notices have been issued to such FBOs.

FSSAI is carrying out the ‘Eat Right India’ movement with aim to bolster food safety across the nation with a focus on preventive and promotive healthcare. It is built on three core pillars – Eat Safe, Eat Healthcare, and Eat Sustainable. Under Eat Right India initiative different activities and programmes are being conducted to make people aware about food safety and hygiene.
