

**Government of India**  
**Ministry of Consumer Affairs, Food and Public Distribution**  
**Department of Consumer Affairs**

**LOK SABHA**  
**UNSTARRED QUESTION NO. 4205**  
**TO BE ANSWERED ON 18.03.2026**

**EXCESSIVE ADDED SUGAR IN SOFT DRINKS AND CONSUMER SAFETY**

4205. DR. M P ABDUSSAMAD SAMADANI:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) whether the Government is aware of the high levels of added sugar in carbonated soft drinks and other sugar-sweetened beverages marketed in the country and their potential adverse impact on consumers particularly children and adolescents;
- (b) whether the Food Safety and Standards Authority of India has prescribed any upper limits for added sugar content in such beverages and mandated clear front-of-pack labelling indicating sugar levels and if so, the details thereof;
- (c) whether the Government proposes to introduce stricter labelling norms, sugar reduction targets or other regulatory measures to safeguard consumer interests and promote informed choices; and
- (d) the details of inspections, compliance actions and consumer awareness initiatives undertaken to address misleading claims and excessive sugar content in soft drinks during the last three years?

**ANSWER**

**THE MINISTER OF STATE**  
**CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
**(SHRI B.L.VERMA)**

(a) to (c) : Food Safety and Standards Authority of India (FSSAI) has informed that it is mandated to lay down science based standards for various articles of food products including Non-alcoholic (carbonated & non-carbonated) beverages and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption and FSSAI standards are uniform across the country.

Standards for non-alcoholic beverages, including both carbonated and non-carbonated beverages, are prescribed under the Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011. The said regulation also specifies the ingredients and additives permitted to be used in such products.

Further, as per the Food Safety and Standards (Labelling and Display) Regulations, 2020, nutritional information inter alia, Total sugars & added sugars content per 100 g, 100 ml, or per single consumption pack, along with the per-serve percentage contribution to the Recommended Dietary Allowance (RDA) is required to be declared on the product label.

Additionally, every package of such food containing approved artificial sweeteners must carry the mandatory declarations and cautionary warnings as prescribed under the regulations.

As per the provisions of the Food Safety and Standards Act, 2006, all Food Business Operators (FBOs), engaged in the manufacture of non-alcoholic beverages, including both carbonated and non-carbonated beverages are required to comply with the standards and requirements prescribed under the Food Safety and Standards Regulations.

Further, the implementation and enforcement of the Food Safety and Standards Act, 2006 is a shared responsibility between the Central and State Governments. While the FSSAI, under the Ministry of Health and Family Welfare, is responsible for laying down science-based standards and ensuring overall coordination, the State Food Safety Authorities are primarily responsible for enforcement at the field level.

To ensure compliance with the set standards, limits, & other statutory requirements under the Act and food safety & standards regulations (FSSR), FSSAI, through State/UT food safety authorities and its four regional offices conducts regular localized/targeted special enforcement and surveillance drives on various Food products, inspections and sampling activities throughout the year. If any deviations from the standards or violations to the FSSR are observed, the defaulting food business operators (FBOs) are subject to regulatory actions, including punitive measures, as stipulated under the FSS Act 2006 and its associated rules.

(d) : The details of inspections undertaken and non-conformance observed with respect to Non-alcoholic (carbonated & non-carbonated) beverages FY 2022-23 to FY 2024-25 are tabulated at **Annexure-1**.

Further, the details of enforcement activity for the food product Non-alcoholic (carbonated & non-carbonated) beverages FY 2022-23 to FY 2024-25 are tabulated at **Annexure -2**.

Additionally, FSSAI has notified the Food Safety and Standards (Advertising and Claims) Regulation, 2018, to address issues related to misleading claims, labelling and advertisements. These regulations have underlaid clear specifications for making claims on food businesses. This regulation ensures that food-related advertisements and claims are accurate, non-deceptive, and align with food safety standards.

Under Eat Right India Movement, FSSAI has undertaken “# Har Label Kuch Kehta Hai” awareness campaign to empower citizens with label literacy for making informed food choices. The campaign aims to educate consumers on key elements of food labels such as nutritional information (calories, fats, sugars, protein, serving size), ingredient lists, allergen declarations, and date markings.

Further, the “AajSe Thoda Kam” campaign, encourages consumers to gradually reduce their intake of fat, salt and sugar through simple dietary modifications.

Information, Education and Communication (IEC) materials are displayed and awareness activities are conducted during major exhibitions and events. Awareness is also disseminated through multiple social media platforms including Facebook, Instagram, X (Twitter), YouTube and Public App.

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**ANNEXURE REFERRED TO IN REPLY TO PART (d) OF LOK SABHA UNSTARRED QUESTION NO. 4205 FOR 18.03.2026 REGARDING EXCESSIVE ADDED SUGAR IN SOFT DRINKS AND CONSUMER SAFETY.**

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<i>The details of inspections undertaken and Non-conformance observed with respect to Non-alcoholic (carbonated &amp; non-carbonated) beverages FY 2022-23 to FY 2024-25</i>		
<b>Year</b>	<b>Total no. of inspections</b>	<b>Non-conformance observed</b>
2024-25	1911	106
2023-24	1373	116
2022-23	901	58

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**ANNEXURE REFERRED TO IN REPLY TO PART (d) OF LOK SABHA UNSTARRED QUESTION NO. 4205 FOR 18.03.2026 REGARDING EXCESSIVE ADDED SUGAR IN SOFT DRINKS AND CONSUMER SAFETY.**

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<i>Details of enforcement activity for the food product Non-alcoholic (carbonated &amp; non-carbonated) beverages FY 2022-23 to FY 2024-25</i>									
<b>Year</b>	<b>No. of Samples Analyzed</b>	<b>No. of Samples found Non-Conforming during the year</b>	<b>Non-Conforming Samples</b>			<b>Details of Civil Cases</b>		<b>Details of Criminal Cases</b>	
			<b>Unsafe</b>	<b>Substandard</b>	<b>Labelling defects/Misbranded/Misleading Claims/Others</b>	<b>No.of cases decided</b>		<b>No.of cases decided</b>	
						<b>No.of cases awarded with penalty</b>	<b>Penalties realized (₹)</b>	<b>Convicted with fine &amp; Imprisonment</b>	<b>Penalties realized (₹)</b>
2024-25	2873	256	43	109	104	184	32,01,999	10	3,50,000
2023-24	2583	208	30	90	90	183	1,15,57,700	13	4,39,000
2022-23	3152	786	29	125	638	199	84,69,300	7	1,29,001

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