

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

**LOK SABHA  
UNSTARRED QUESTION NO. 4702  
TO BE ANSWERED ON 20<sup>th</sup> MARCH, 2026**

**SALE OF EVERYDAY HYDRATION DRINKS AS ORS ALTERNATIVES**

**4702. SHRI SRIBHARAT MATHUKUMILLI:**

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

- (a) the details of all brands currently selling 'everyday hydration' drinks in India as alternatives to the WHO-recommended ORS formulation;
- (b) whether the Government has examined the extent of packaging similarity between such drinks and the WHO-recommended ORS formulation, if so, the details thereof;
- (c) whether any study has been undertaken by the Government on the health impact of artificial sweeteners used in such products, including their effects on appetite, gut health, and diarrhoeal symptoms in children and if so, the key findings thereof;
- (d) whether any study has been undertaken by the Government of the impact of the consumption of everyday hydration drinks on patients with diabetes and obesity and if so, the details thereof; and
- (e) whether the Government has examined concerns that the promotion of 'everyday hydration' drinks may undermine the use of standard ORS and if so, the details thereof along with the steps taken/proposed to be taken by the Government to regulate the branding, labelling and advertising of such products?

**ANSWER**

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

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

FSSAI vide advisory dated 28.03.2024 has clarified that 'Health Drink' is not defined/ standardized anywhere under the FSS Act, 2006 or rules and regulations made thereunder. Therefore, the food products licensed under 'Proprietary Food' with the nearest category- Dairy Based Beverage Mix or Cereal Based Beverage Mix or Malt Based Beverage being sold in the e-commerce website under the category 'Health Drink', 'Energy Drink' have been advised to remove / de-link such drinks / beverages from the category of 'Health Drinks / Energy Drinks' on their website and place such products in the appropriate category as provided under the extant law.

As per the National Family Health Survey (NFHS-5, 2019–21), 24 % of women, 23% of men and 3% of children are overweight or obese. Unhealthy diets, sedentary lifestyles and environmental factors are key contributors to the rising prevalence of obesity. The increasing consumption of processed foods, reduced physical activity, and lifestyle changes have further intensified this growing crisis, affecting both urban and rural populations.

FSSAI in exercise of its regulatory oversight, has issued directions 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, along with from e-commerce platforms.

In pursuance to this, directions on 14.10.2025 have been issued to all the enforcement authorities in States/UTs & regional offices 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.

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 lead to appropriate actions in accordance with the provisions of the FSS Act, 2006, and its subsequent regulations made thereafter.

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