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Shweta Kothari (more) Correspondent, CNBC-TV18 | India's food regulator Food Safety and Standards Authority of India (FSSAI) has gone on overdrive as it works to enhance cleanliness and hygiene at eateries and food outlets, starting with the Delhi region. The first step, we learn, is focus on quick-service restaurants like McDonalds, Dominos and Haldirams, reports CNBC-TV18.

The food regulator has already convinced brands like Haldirams, Mother Dairy's Safal and Starbucks to come on board for a pilot project that certifies the hygiene standards and quality of food at outlets. And this has tickled the taste buds of other quick-service restaurants like Jubilant Foodworks, which operates Dominos and Dunkin Donuts and Yum Group, which operates Taco Bell, KFC and Pizza Hut. FSSAI now provides display cards to customers with its Whatsapp number and even a toll-free number which customers can use to send feedback, or request remedial action.

FSSAI IN NEWS

FSSAI hopes this pilot project will balloon into a nation-wide exercise and the regulator is working on streamlining its food safety measures and requirements and customising it for various food business operators under categories like meat, dairy, small restaurants and big restaurant. Once large restaurants come on board, this initiative will be ~~deployed across smaller eateries which~~ register with it. The ultimate aim, however, is to make these display cards mandatory for any such outlet.