

File No. 1-94/FSSAI/SP (Claims and Advertisement)/2017
Food Safety and Standards Authority of India
(A Statutory Authority established under the Food Safety and Standards Act, 2006)
FDA Bhawan, Kotla Road, New Delhi-110002

Dated: 07th September, 2021

Subject: Direction under Section 16 (5) of Food Safety and Standards Act, 2006 regarding enforcement of the Food Safety and Standards (Advertising and Claims) Regulations, 2018.

Reference is drawn to the direction vide F. No.1-94/FSSAI/SP (Claims and Advertisement)/2017 dated 28th June, 2019 regarding the operationalisation of Food Safety and Standards (Advertising and Claims) Amendment Regulations.

2. With the final notification of Food safety and Standards (Advertising and Claims) Regulations, 2018 and their effectiveness from 1st July 2019, the above mentioned direction has become infructuous.

3. This issues with the approval of the Competent Authority in exercise of the power conferred under Section 16 (5) of the Food Safety and Standards Act, 2006.


(Inoshi Sharma)

Executive Director (Compliance Strategy)

To

1. The Food Safety Commissioners of All States/UTs
2. The Regional Directors, FSSAI.
3. All Authorised Officers, FSSAI.
4. All Central Licensing Authorities of FSSAI.

Copy for information to:

1. PPS to Chairperson, FSSAI.
2. PS to CEO, FSSAI.
3. All Divisional Heads, FSSAI HQs.
4. Director (Imports), FSSAI- with the request to circulate the direction to all Authorised Officers of FSSAI.
5. CTO for uploading the direction on FSSAI's website.