



No. 13(12)2016/DS Companies/Enf/FSSAI
Food Safety and Standards Authority of India
(A Statutory Authority established under the Food Safety and Standards Act, 2006)
Regulatory Compliance Division

FDA Bhawan, Kotla Road,
New Delhi – 110002

Dated the 4th April, 2018

To

The CEOs
Flipkart/ Amazon/ Snapdeal/ Shopclues

Sub: Violation of Direct Selling Guidelines, 2016 issued by the Department of Consumer Affairs-reg.

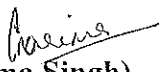
Sir/Madam,

Indian Direct Selling Association (IDSA) has brought to the notice of FSSAI the sale of health supplements and food items produced by the Direct Selling Entities being sold on e-commerce portals without their prior written consent. In this regard, IDSA has drawn attention to the Model Guidelines on Direct Selling, 2016 issued by the Department of Consumer Affairs(DCA) under Ministry of Consumer Affairs, Food and Public Distribution wherein Clause 7(6) (Conduct for the Protection of Consumer) of the said Guidelines specifically stipulates that **“any person who sell or offers for sale, including on an e-commerce platform/market place, any product or service of a Direct Selling Entity must have prior written consent from the respective Direct Selling Entity in order to undertake or solicit such sale or offer”**.

2. In view of the above, any e-commerce sale of a DSE product has to have their prior written consent. In the interest of maintaining the food safety chain, e-commerce entities may ensure that the products of DSEs sold or offered through their e-portals have prior written consent of concerned DSEs as per the guidelines of DCA.

Yours sincerely,

Mo


(Garima Singh)
Director(RCD)
Tel. 23220990