

File No: RCD-15001/19/2024-Regulatory-FSSAI (E-12207)  
Food Safety and Standards Authority of India  
(A Statutory body under Ministry of Health and Family Welfare)  
(Regulatory Compliance Division)  
FDA Bhavan, Kotla Road, New Delhi-110 002

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Dated, the 14<sup>th</sup> August, 2024

To,

All Food Business Operators (FBOs)

**Subject: - Regarding Selling/Marketing of reconstituted fruit juices as "100% Fruit Juices"**

This is in reference to the advisory dated June 3<sup>rd</sup>, 2024, concerning the "Clarification regarding Selling/marketing of reconstituted fruit juices as 100% fruit juices," which mandates that all existing pre-printed packaged materials must be exhausted by August 31<sup>st</sup>, 2024.

Based on the various representations received from stakeholders, it has been decided to extend the deadline for using pre-printed packaging materials. The new deadline for utilizing these materials is now December 31<sup>st</sup>, 2024.

Additionally, products manufactured by FBOs before December 31<sup>st</sup>, 2024, are allowed to be sold in the market across all channels until the end of their shelf life.

4. All concerned FBOs are hereby directed to comply with this revised deadline.
5. This issues with the approval of the Competent Authority.

  
(Inoshi Sharma)

Executive Director (CS)  
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To:

1. Commissioners of Food Safety of all States/UTs
2. Directors of all Regional Offices, FSSAI
3. CTO, FSSAI-with a request for uploading on the FSSAI website

Copy for information to:

1. Sr. PS to CEO, FSSAI
2. Advisor (S&S), FSSAI