

RCD-15001/12/2023-Regulatory-FSSAI
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-110002

Dated, 11th Nov, 2024

Advisory

Subject: Hon'ble Supreme Court Order dated 07/05/2024 passes in WPC No. 645 of 2022-Indian Medical Association(IMA) & Anr. Vs. Union of India & Ors. aimed at curbing misleading advertisement and protecting consumer interest.


In compliance with the order of the Hon'ble Supreme Court of India dated 07th May 2024 passed in WPC No. 645 of 2022 — Indian Medical Association (IMA) & Anr. Vs. Union of India & Ors. aimed at curbing misleading advertisement and protecting consumer interest.

2. It is to inform all the FBOs that Hon'ble Supreme Court has issued directives that before an advertisement is printed/aired/displayed, a Self-declaration shall be submitted by the advertiser/ advertising agency on designated portal certifying that its advertisement does not Violate Advertising Code prescribed under Cable Television Networks Rules 1994. Proof of uploading the Self-declaration shall be made available by the advertisers to the concerned broadcaster/ printer/ publisher/ TV channel/ electronic media, as the case may be, for the records.

3. In pursuance of Hon'ble Supreme Court's directive, the Ministry of Information & Broadcasting has introduced a new feature on Broadcast Seva Portal of MIB for TV & Radio and Press Council of India's portal for print/digital/internet for uploading and generating of Self Certificate by the Advertisers/Advertising agency before telecast/publishing of their advertisement. These portals are already operational from 04th June 2024.

4. Therefore, it is advised to all FBO's that the compliance of above mentioned directives of Hon'ble Supreme Court of India should be ensured.

5. This issues with the approval of Competent Authority.


(Dr. Ajeet Singh)
Joint Director (RCD)
FSSAI-HQ

To,

1. All Food Business Operators, Associations, and other stakeholders.
2. Commissioners of Food Safety of all States/UTs
3. CTO, FSSAI-with a request for uploading on the FSSAI website

Copy for information to:

Sr. PS to CEO, FSSAI