

F. No. RCD-15001/6/2021-Regulatory-FSSAI [E-1475]
Food Safety and Standards Authority of India
(A Statutory Authority established under the Food Safety and Standards Act, 2006)
Regulatory Compliance Division
FDA Bhavan, Kotla Road, New Delhi-110002

दिनांक: 15 अक्टूबर, 2025

विषय: ब्रांड नामों के साथ “ओआरएस” शब्द के उपयोग की अनुमति वापस लेने पर दिनांक 14.10.2025 के आदेश के संबंध में स्पष्टीकरण - तत्संबंधी।

Subject: Clarification regarding Order dated 14.10.2025 on withdrawal of permissions for use of the term “ORS” along with brand names – reg.

This is in continuation to the order of even number dated 14.10.2025 with respect to the subject cited above. The said order has superseded and withdrawn the earlier Orders of FSSAI, namely *Order No. RCD-15001/6/2021-Regulatory-FSSAI [E-1475] dated 14th July 2022 and Order No. RCD-15001/6/2021-Regulatory-FSSAI [E-1475] dated 2nd February 2024*. Those Orders had permitted the use of the term “ORS” on food labels as part of the trademark with prefix or suffix in the product name, subject to the declaration/warning: *“The product is NOT an ORS formula as recommended by WHO.”*

2. It is hereby clarified that, upon further review, the use of the term “ORS” in the trademarked name or in the naming of any food product otherwise—whether fruit-based, non-carbonated, or ready-to-drink beverages—even when accompanied by a prefix or suffix, constitutes a violation of the provisions of the Food Safety and Standards Act, 2006 and the regulations made thereunder.

3. Such practices are misleading to consumers by way of false, deceptive, ambiguous, and erroneous names/label declarations, and are in contravention of:

- Sections 23 & 24 of the Food Safety and Standards Act, 2006
- Sub-regulation 4(3) of the Food Safety and Standards (Labelling and Display) Regulations, 2020
- Sub-regulation 5(1) of the Food Safety and Standards (Labelling and Display) Regulations, 2020
- Sub-regulations 4(1) and 4(13) of the Food Safety and Standards (Advertising & Claims) Regulations, 2018

And thus misbranded & misleading, which is liable for punishment under Section 52 & 53 of the Food Safety and Standards Act, 2006.

4. Accordingly, the aforementioned **Orders dated 14.07.2022 and 02.02.2024 stand withdrawn with immediate effect**. It may be noted that the *“Direction under section 16(5) regarding misleading advertisement and marketing of ORS substitute products dated 08.04.2022”* shall remain in effect.

5. In view of the above, all Food Business Operators are directed to remove the word "ORS" from their food products, whether used as a standalone term or in combination with any prefix/suffix or as part of the trademark with prefix/suffix in the product name and to ensure strict compliance with the labelling and advertisement requirements prescribed under the Food Safety and Standards Act, 2006 and the regulations framed thereunder.

This issues with the approval of the Competent Authority.

Digitally signed by
Sweety Behera
Date: 15-10-2025
16:51:22

(स्वीटी बेहेरा)
निदेशक (विनियामक अनुपालन)

To

1. The Commissioners of Food Safety- All States/UTs
2. All Central Licensing Authorities, FSSAI

Copy for information to:

1. PPS to CP, FSSAI & Secretary, H&FW
2. PS to CEO, FSSAI
3. All Regional Directors, FSSAI