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Business standard

'Committed to rein in false claims by food cos'

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The Food Safety and Standards Authority of India (FSSAI) on Friday said it was committed to ensuring science-based standards for food products while cracking down on all businesses making false and misleading claims.

The regulator's statement follows a controversy involving packaged food maker, Mondelez India, which sells Bournvita in India, and Revant Himatsingka, a social media influencer, over a video questioning the health benefits of the powdered drink with high sugar content.

After Mondelez refuted the allegations and served a legal notice to Himatsingka, he has taken down the video.

"FSSAI has taken note of various media reports including on social media on health claims made by food business operators in the country. In this regard, it is reiterated that the mandate of FSSAI is to lay down science based standards for food products and enforce the same." The statement didn't specifically mention the row over Bournvita. The Mondelez episode has put the spotlight back on health claims by packaged food makers, a regulator's role in monitoring these claims and whether posts by social media influencers should be vetted by a relevant authority.

"As a responsible company, we are full compliant with all FSSAI regulations," said a Mondelez India spokesperson.

To monitor ads, FSSAI has set up a dedicated committee, which periodically scrutinizes ads and claims made by food businesses across platforms including social media and e-commerce.

FSSAI to serve notices on food cos for defying guidelines

PRATIGYA YADAV
& SANJEEB MUKHERJEE
New Delhi, 21 April

India's food standards regulator plans serving notices over "misleading" health claims made by food business operators (FBO), responding after an influencer withdrew his video about chocolate drink Bournvita.

Sources said that the advertisement monitoring committee of the Food Safety and Standards Authority of India (FSSAI) in the past six months has got 138 cases, including those involving prominent brands, of promotions that were allegedly misleading and violated the regulatory provisions of FSS Act, 2006.

"For further enforcement actions, the same have been referred to the concerned licensing authorities for issuance of notices to all such FBOs for withdrawing of misleading claims or scientifically substantiating the same," said sources without naming any brand.

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FSSAI: Acting Against False Claims by Food Cos



NEW DELHI: Food regulator FSSAI on Friday said it continues to act against food business operators

reported to be involved in making false or misleading claims to protect consumer interests, amid issue over allegations of high sugar content in Mondelez India-owned health drink brand Bournvita. Although the Food Safety and Standards Authority of India (Fssai) did not specifically refer to the Bournvita issue, the regulator in a statement said that it has taken note of various media reports