

Yewale Food Products gets stop-work notice

By [Vicky Pathare](#), Pune Mirror | Sep 25, 2019, 06:00 AM IST



The pre-mix manufactured at Katraj unit is circulated across Yewale Amrutulya units. The product labels do not mention mandated elements

The tea giant does not mention contents, manufacture and expiry dates on packages; makes false claims while advertising

On Tuesday, Food and Drug Administration (FDA) issued a stop-work notice to a renowned tea chain, Yewale Food Products, after finding gross violations of the Food Safety and Standards Act, 2006. The officials had inspected the packaging and manufacturing unit of the tea giant in Katraj, during which it came across breach of norms. Apart from the food-related regulations, the officials also found that the advertising rules were tampered with, thus violating the Advertising Standards Council of India's (ASCI) standards.

At its Katraj facility, Yewale Food Products manufactures and packages sugar, tea powder and tea masala, which are then delivered to tea chains known as Yewale Amrutulya. These ready-to-use mixtures are added to milk and water to make tea at several centres in India and Paris.

"The products have no labels that mention the content, manufacturing date, expiry date and other details that are mandatory," said Suresh Deshmukh, joint commissioner of FDA, Pune region.

Quality check was another issue that FDA stumbled upon during its survey. Deshmukh added, "A qualified and technical person has to man the manufacture and packaging of food articles according to the rules. This expert should be able to identify the quality of the final product, which also undergoes plenty of checks. Such a professional was lacking at the facility. Moreover, there was no quality check from Food Safety and Standards Authority of India (FSSAI)-approved laboratory by the Yewale Food Products."

FDA has seized the stock worth Rs 6 lakh from the unit and the samples have been sent to a laboratory for further scrutiny. The probe also found that the distributor of the products, M/S Anvi Distributors in Katraj, is operating without the licences.

The food business operator was also found violating the norms of advertising. In an ad, it claims that if one drinks their tea, they will not have a problem of acidity. Furthermore, they had stated that they use mineral water for their tea. FDA found these claims were false.

Sanjay Naragude, assistant commissioner of FDA, said that they have now complained to the ASCI, Mumbai and have requested action. "Their claim that no one will suffer from acidity is an attempt to fool the common public and make money. We have approached ASCI for suitable action," he said.

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