

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:2651

ANSWERED ON:12.03.2010

MISLEADING CLAIMS ON FOOD AND BEVERAGE PRODUCTS

Ahir Shri Hansraj Gangaram; Gandhi Smt. Maneka Sanjay; Siricilla Shri Rajaiah

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether as per some studies, junk food advertisement is linked to childhood obesity;
- (b) if so, whether the Government proposes to lay down norms to check misleading claims of companies on their food and beverage products and also impose penalty in case of any violation of such norms;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) the details of the cases of misleading claims in the advertisements of these products reported and examined and the action taken against them during the last one year and the current year;
- (e) whether the Government proposes to extend such norms in respect of drugs and cosmetics products also; and
- (f) if so, the details thereof and if not, the reasons therefor?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SHRIDINESH TRIVEDI)

(a) Yes.

(b) & (c) As per provisions of Prevention of Food Adulteration (PFA) Act, 1954 and Rules, 1955 there shall be no advertisement of any food which is misleading or contravening the provisions of the PFA Act, 1954 and Rules made there under. It is also provided that labels are not to contain false or misleading statements. The implementation of the PFA Act, 1954 and Rules, 1955 is entrusted with the States/U.T.s Government and violation of any provisions of the PFA Act 1954 and Rules made there under attracts penal action under the said Act.

(d): The specific data on action taken by the States/U.T.s Government regarding misleading claims in advertisement of food products is not maintained centrally.

(e) & (f) The advertisement of drugs are regulated under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. Under this Act, advertisement of certain drugs for treatment of certain diseases or disorder is prohibited. The Act is administered by the State Governments.