

FSSAI Steps Up Action against Misleading Food Branding and Product Claims

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The food business operators have been directed to comply with existing labelling and display regulations and avoid practices that could potentially deceive consumers



FSSAI ISSUES NOTICE FOR MISLEADING TRADE NAME/BRAND NAME & MISLEADING CLAIMS UNDER FSS ACT, 2006

Healthy Master® & Vision to serve healthy®

The brand names may mislead the consumers regarding the nature of the product.

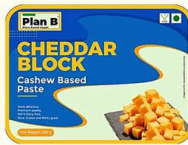


Neuherbs True Vitamin™

The trade name is misleading and does not conform to the applicable regulations, as the term “True Vitamin” is neither defined nor recognized under the said regulations and may mislead consumers.

PLAN B Plant Based Vegan®

The trade name is likely to mislead consumers, as it creates the impression that the products are vegan; however, the products have not obtained prior approval of vegan food and vegan food endorsement in the FSSAI licence.



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The Food Safety and Standards Authority of India (FSSAI) has issued notices to several food business operators (FBOs) for alleged violations of food labelling and display regulations, citing concerns that certain brand names, trade names and product claims may mislead consumers.

The action forms part of the regulator’s ongoing efforts to strengthen transparency in food marketing and ensure that consumers receive accurate information when making purchasing decisions.

The companies that have received notices include Healthy Master, Neuherbs True Vitamin, PLAN B, The Health Factory, Troovy, Healthy Choice, Emami's Healthy & Tasty and Health Aid. Notices have also been issued to Organic Wisdom, Shine Organic, Two Brothers Organic Farms, Storia, World of Organic and Iota Water.

In a statement shared on the social media platform X, FSSAI said that the food business operators have been directed to comply with existing labelling and display regulations and avoid practices that could potentially deceive consumers.

According to the regulator, several product and brand names appear to convey health-related benefits that may not be adequately supported under current regulations.

FSSAI noted that brand names such as Healthy Master, Healthy Choice, Emami's Healthy & Tasty and Health Aid, as well as products marketed by The Health Factory, could create perceptions regarding healthfulness that may influence consumer choice. The regulator stated that such trade names may be inconsistent with applicable food labelling norms.

The authority also raised concerns regarding Troovy's Healthy Mix Chips, observing that the use of the term "healthy" could potentially mislead consumers given the overall composition of the product.

In a separate notice to Neuherbs, FSSAI questioned the use of the phrase "True Vitamin," stating that the term is not defined or recognised under existing food regulations and may create an impression that is not supported by regulatory standards.

In the case of PLAN B Plant Based Vegan products, FSSAI stated that the brand name may lead consumers to assume that the products have received formal vegan approval, while the company has reportedly not obtained the necessary vegan endorsement under its FSSAI licence.

Similarly, notices issued to Organic Wisdom, Shine Organic and Two Brothers Organic Farms highlighted concerns that their branding could imply organic certification without meeting all regulatory requirements. FSSAI noted that the products lacked the required certification, organic endorsement and Jaivik Bharat logo mandated for certified organic food products.

The latest enforcement action reflects the regulator's increasing emphasis on ensuring that food labels, product names and marketing communications accurately represent product attributes and comply with established standards.

With growing consumer interest in health-focused, plant-based and organic foods, industry stakeholders are facing heightened scrutiny over claims that may exaggerate nutritional benefits or create misleading impressions regarding product quality, certification or health outcomes.

The move underscores the importance of responsible branding and regulatory compliance as India's food industry continues to innovate and respond to evolving consumer preferences.