



FSSAI Directives to E-commerce Food Business Operators

[Source: TH](#)

The [Food Safety and Standards Authority of India \(FSSAI\)](#) has directed [e-commerce food business operators \(FBOs\)](#) to correctly categorise food products on their websites.

- The Authority observed cases where licensed "**proprietary foods**," such as dairy-based, cereal-based, and malt-based beverage mixes, were **incorrectly labelled** and sold on e-commerce platforms as health or energy drinks.
 - The food products are considered **proprietary food if there are no existence of standards for them in FSSAI regulations.**
- FSSAI clarified that "**Health Drink**" is not defined or standardised anywhere under the [Food Safety and Standards Act, 2006](#) and advised FBOs to rectify this misclassification by placing such products in the appropriate category as per the law.
 - Also, FSSAI further said that the term '**energy drinks**' is permitted to be used **only for products which have been licensed** under that specific food category system.

Read more: [FSSAI to Streamline Food Safety Regulations](#)

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