

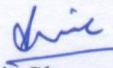
**F. No.1-94/FSSAI/SP(Claims and Advertisement)/2017**  
**Food Safety and Standards Authority of India**  
(A Statutory Authority established under the Food Safety & Standards Act, 2006)  
FDA Bhawan, Kotla Road, New Delhi-110002

Dated, the 05<sup>th</sup> July, 2023

**Subject: Direction under Section 16 (5) of Food Safety and Standards Act, 2006 regarding enforcement of the Food Safety and Standards (Advertising and Claims) Second Amendment Regulations, 2022**

Reference is drawn to the Food Safety and Standards (Advertising and Claims) Second Amendment Regulations, 2022 notified in the Gazette of India on 13<sup>th</sup> December, 2022 and direction (F. No.1-94/FSSAI/SP(Claims and Advertisement)/2017) dated 27<sup>th</sup> February, 2023 under Section 16(5) of Food Safety and Standards Act, 2006.

2. In the said direction, extension of six months was provided for the enforcement of sub-regulation (7) of regulation 4 of Food Safety and Standards (Advertising and Claims) Second Amendment Regulations, 2022, based on the representations received from stakeholders requesting for such extension so as to exhaust the existing inventory of old packaging materials.
3. Now fresh representations have been received from industry requesting for further extension of the date of enforcement of the aforementioned sub-regulation to exhaust the still existing inventory of old packaging materials.
4. After due consideration of the representations received from industry and also to ensure sustainable practices for food business operations, it has been decided to extend the date of enforcement of sub-regulation (7) of regulation 4 of Food Safety and Standards (Advertising and Claims) Second Amendment Regulations, 2022 by a further period of six months from 13<sup>th</sup> June, 2023.
5. This issues with the approval of the Competent Authority in exercise of the powers conferred under Section 16 (5) of the Food Safety and Standards Act, 2006.

  
(Dr. Amit Sharma)  
Director (Regulation)

To:

1. All Food Safety Commissioners
2. All Authorized Officers, FSSAI
3. All Central Designated Officers, FSSAI

Copy for information to:

1. PPS to Chairperson, FSSAI
2. PS to CEO, FSSAI
3. All Divisional Heads, FSSAI
4. CITO, FSSAI – for uploading on the website