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Food Regulator, Ad Council Ink MoU to Check Misleading Ads

The Food Safety and Standards Authority of India (FSSAI) has signed a memorandum of understanding with the Advertising Standard Council of India (ASCI) to put in place a mechanism to monitor misleading advertisements in the food and beverages sector.

ASCI will comprehensively monitor these advertisements across media and report to FSSAI non-compliance of its decisions for further action as required under Food Safety and Standards Act.

The review will include violation of the law and regulations related to advertisements making misleading, unsubstantiated or false claims, said FSSAI CEO Pawan Agarwal. — Our Bureau
