
FRONT NUTRITIONAL LABELS IN PACKAGED FOOD

Health Info-with-Price Norm likely for Ecomm

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Bengaluru|New Delhi: India's food safety regulator is likely to mandate online marketplaces to prominently display key health and nutritional alerts alongside the retail price for packaged items sold on their platforms, multiple people aware of the matter told ET.

The Food Safety and Standards Authority of India (FSSAI) is evaluating a proposal to enforce front-of-the-pack nutritional labelling to alert consumers about high fat, sugar and salt foods in a bid to curb consumption of unhealthy foods, they added.

If these rules are notified, ecommerce companies as well

as quick commerce sites such as Swiggy Instamart, Dunzo, Blinkit and Zepto may be required to provide this information "below or next to the market retail price," according to

a person associated with FSSAI. "Discussions are ongoing but the regulator is yet to arrive at a decision," said the person.

Currently, nutritional facts are shown as a separate picture along with the main display picture of the products on ecommerce platforms.

FSSAI expected to ask online marketplaces to show high fat, salt and sugar alerts prominently to curb unhealthy consumption

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