



## **Submit Useful Information**

### **YOUR IDENTITY WILL BE KEPT AN ABSOLUTE SECRET**

You may use the following form for conveying intelligence or information—which you may have in your possession-regarding offence committed or likely to be committed by any one in violation of Food Safety and Standards Act, 2006. (Rewards of ₹ 500/- will be given to you once we establish validity).

#### **All the fields in this form are optional**

- Mislabelled Food
- Misleading Advertisement/Extravagant Claim

❖ Please enter the contents of intelligent/information in the space provided below:

❖ Tell us how to get in touch with you, if & only if need be. All steps will be taken to be extremely discreet in approaching you so that identity is always kept a very closely guarded secret:

Name: .....

Title: .....

Organization: .....

Address: .....

City: .....



सत्यमेव जयते

Pin/Zip Code: .....

State: .....

Country: .....



Telephone (s) and Cell Phone, if any : .....

Fax(s): .....

E-mail: .....

Website, if any .....

Preferred contact timings, if any .....

Preferred Contact Place, if any .....

- ❖  Please contact me as soon as possible regarding this matter.

**Send the Information to the CEO, FSSAI at [ceo@fssai.gov.in](mailto:ceo@fssai.gov.in)**

- ❖ Upload the scanned copy of the advertisement as an attachment. Write the Date of Publication and the Edition of the Publication.

❖ As per Section 3 (1) (b) of FSS Act, 2006, “Advertisement” means “any audio or visual publicity, representation or pronouncement made by means of any light, sound, smoke, gas, print, electronic media, internet or website and includes through any notice, circular, label, wrapper, invoice or other documents.

❖ Section 24 of FSS Act, 2006 defines Restrictions of Advertisement and prohibition as to unfair trade practices

❖ The Food Safety and Standards (Packaging and Labelling- Section 23 of FSS Act, 2006) Regulation, 2011 includes definition of Health Claims, Nutritional Claims and Claims for Risk Reduction.

❖ Section 2.2 of FSS (Packaging and Labelling) Regulations, 2011 defines General Requirements and Labelling of Pre-packaged food

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