

Government of Jammu & Kashmir
Office of the Commissioner, Food & Drugs Administration
(Drugs & Food Control Organization, J&K)
Civil Secretariat, Jammu / Srinagar

Subject: Withdrawal of permissions for Use of the Term "ORS" alongwith
Brand name on Food and Beverage Products – reg.

Reference :- FSSAI , New Delhi's Letter No. RCD-15001/6/2021- Regulatory-
FSSAI [E-147] dated 15.10.2025

PUBLIC NOTICE

It is brought into the notice of all Food Business Operators (FBOs), distributors, retailers, e-commerce platforms, and the general public that the Food Safety and Standards Authority of India (FSSAI), in exercise of its powers under Section 16(1) and 18(2)(d) of the Food Safety and Standards Act, 2006, **has prohibited the use of the term "ORS" (Oral Rehydration Solution) on any food or beverage product. The prohibition extends to the use of "ORS" as a brand name, trademark, prefix, suffix, or part thereof, irrespective of whether such products carry disclaimers or are previously registered trademarks.**

The FSSAI has further clarified that all earlier relaxations or permissions granted through advisories issued in July 2022 and February 2024, which allowed the use of "ORS" along with disclaimers such as "This product is NOT an ORS formula as recommended by WHO," stand withdrawn with immediate effect.

In terms of Section 23 (Packaging and Labelling of Foods) and Section 24 (Restrictions on Advertisement) of the said Act, no person shall manufacture, distribute, sell, or advertise any food which is misbranded, misleading, or likely to deceive the public as to its nature, substance, or quality. Accordingly, any product using the term "ORS" in its name, description, or marketing communication shall be treated as misbranded within the meaning of Section 3(zf) of the Act.

All Food Business Operators are, therefore, directed to immediately discontinue the use of the expression "ORS" in any form on their labels, packaging materials, advertisements, promotional content, and digital media. Existing stocks carrying such references shall be withdrawn from the market or relabeled to bring them into full compliance with the provisions of the Food Safety and Standards Act, 2006, and the regulations made there under.

Non-compliance with these directions shall invite penal action under Sections 52 and 53 of the Act for misleading advertisement and misbranding, and may further attract proceedings under Section 63 for contravention of provisions of the Act, which includes imprisonment and fine up to ten lakhs.

The general public is also advised to exercise caution and avoid purchasing or consuming products labeled as "ORS", except those specifically approved as pharmaceutical formulations conforming to WHO/ICMR standards, regulated under the Drugs and Cosmetics Act, 1940.

This notice is issued in the interest of public health and consumer safety under the provisions of the Food Safety and Standards Act, 2006, and is binding on all concerned.


(Smita Sethi), JKAS
Commissioner,
Food & Drugs Administration,
J&K

No: FADA-Tech/32/2022-05,

Dated: 30.10.2025

Copy to the:

1. CEO, FSSAI, New Delhi for information.
2. Joint Director Information Jammu/Kashmir for information with request that Public Notice may kindly circulated to all leading dailies as well as electronic Media.
3. Designated Officer Food Safety/Food Safety Officer (All) for information with the direction to undertake enforcement drives to ensure strict compliance as per mandate of the FSS Act, Rules & Regulations made there under.