

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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FSSAI Publishes Guidelines for Operations of E-Commerce FBOs

Report Categories:

Exporter Guide

Retail Foods

Food Processing Ingredients

Food and Agricultural Import Regulations and
Standards - Narrative

Food Service - Hotel Restaurant Institutional

Fresh Fruit

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Report Highlights:

On February 2, 2017, the Food Safety and Standard Authority of India (FSSAI) published guidelines specific to e-commerce food business operators (FBO). The guideline specifies regulatory requirements pertaining to e-commerce FBOs.

General Information:

DISCLAIMER: The information contained in this report was retrieved from FSSAI's website <http://www.fssai.gov.in/>. The Office of Agricultural Affairs and/or the U.S. Government make no claim of accuracy or authenticity.

On February 2, 2017, FSSAI published on its website guidelines for FBOs involved in the e-commerce sector, which came in effect from the date of publication. The draft notification for said guideline was published on September 20, 2016 (refer to GAIN [IN6123](#)).

Details of Notification:

- Date of Publication on FSSAI website: February 2, 2017
- Date of implementation: February 2, 2017
- WTO Notified: Not notified as on February 21, 2017

The guidelines define the e-commerce business model for FBOs and specifies other regulatory requirements, which include registration and licensing requirements, supply chain compliance requirements, food product listings and information requirements, displaying food products requirements, handling of consumer complains, and responsibility of e-commerce FBOs vis-à-vis recalls. The draft notification also states that any term not defined in draft notification, shall have the same meaning as defined in [Food Safety and Standards Act, 2006](#).

Key Regulatory Requirements:

- E-commerce FBOs shall obtain license from the central licensing authority for the entire supply chain,
- E-commerce entities shall ensure no misleading information/false claims,
- FBOs shall maintain control over food safety requirements at all stages throughout the supply chain defined under the Act and the rules and regulations,
- FBOs shall provide a clear picture of the primary display panel of pre-packed food on the e-commerce platform, and indicative image to be displayed in case of fresh produce,
- They shall display of licenses/registrations under FSS act and regulations on e-commerce platform,
- Mandatory food information to the consumers without any supplementary cost,
- FBOs to comply with the basic hygiene and sanitary practices mentioned in the schedule 4 of [Food Safety and Standards Regulations \(Licensing and Registration of Food Businesses\) 2011](#),
- FBOs will be key contact point for customer complaint and will be responsible for notifying the complaint immediately to the seller/ brand owners/ importers/ manufacturing company for expeditious resolution,
- E-commerce FBOs shall immediately delist any food product listed on their platform, which are not in compliance with the FSS act or rules or regulations.

Agency in Charge: Food Safety and Standards Authority of India, Ministry of Health and Family Welfare, GOI.

The full text of the [FSSAI notification](#) described in this report is pasted below and can be accessed on FSSAI's website.