

**For Immediate release**

**IDSA hails FSSAI move on health supplements – will bring clarity for Direct Selling - Consumer to benefit the most**

**New Delhi, 25 November 2016:** Indian Direct Selling Association (IDSA) has hailed the new standards for companies dealing in nutritional and health products announced by Food Safety and Standards Authority of India (FSSAI) as it is a crucial step towards food regulatory in the country. This would also bring confidence to the consumers and will provide much needed clarity for the Direct Selling Industry at large.

“Direct Selling Industry has been in dialogue with FSSAI on the same. These Regulations have brought much awaited clarity on health supplements, nutraceutical and other products meant for special dietary purposes. This will certainly clear a road-block for the IDSA member companies offering products of international standards to the Indian consumers. Due to the lack of clarity, our member companies had kept on hold some products that they wanted to introduce in the Indian market. The Regulations open doors for all such products to be experienced by the Indian market as the Entities can now introduce these new products in the market. This will bring relief to all IDSA member companies dealing in food, health & dietary supplements,” said **Mr. Amit Chadha, Secretary General, IDSA.**

FSSAI Chief Executive Officer, Mr. Pawan Agarwal had mentioned during the 2-decade celebrations of IDSA that the new standards of food supplements were in the final stage of notification. The Industry experts feel that consumers will immensely benefit after the regulations are enforced from January 2018.

“The Regulations have given exhaustive list of ingredients which are permissible in health supplements and nutraceutical products. Labelling, thus will become a very important aspect for all the companies. Also, since the Regulations have specified type of health claims and labelling requirement for such products, it would benefit the consumers the most as they will be able to make the appropriate choices as per their requirement. We would like to thank FSSAI CEO, Mr. Pawan Kumar Agarwal and his team for bringing this much-awaited clarity in the interest of consumers and the Industry,” said **Mr. Vivek Katoch, Vice-Chairman of IDSA.**

“Most of IDSA member companies deal in food products, nutraceuticals and dietary supplements. The fact that every package of health supplement should carry the words 'health supplement,' will bring clarity about the product being sold to the consumers. On Industry's part, it will strengthen the position of Direct Selling companies who have been offering their products for a long time in the country,” said **Mr Jitendra Jagota, Chairman IDSA.**

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