



FOOD LABELLING COMPLIANCE

A FACILITATOR'S MANUAL

For: Eco-preneurs, SMEs, Farmers,
FPOs, and Small Businesses

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Objective of the Module

Equip participants with the knowledge and practical tools to design, select, and implement label designs that are compliant with Indian labelling regulations, thereby meeting consumer expectations and legal requirements

This module is designed to help participants:

1. Recognise the role of the label in communicating a product's story, values, quality, and building consumer trust.
2. Know the mandatory FSSAI labelling requirements for food products.
3. Learn the difference between compliance requirements and marketing elements on a label.
4. Identify common mistakes and how to avoid them.
5. Apply practical tips to create labels that meet regulations while appealing to customers.

Training tips for trainers

1. **Know your audience:** Understand participants' backgrounds — whether they are farmers, FPO members, food entrepreneurs, or small business owners — along with their business scale, labeling needs, and product types. Tailor language, pacing, and give examples accordingly.
2. **Connect theory to practice:** Use real label samples from participants' businesses in discussions. Compare these with compliant examples to make learning directly relevant.
3. **Keep it simple, visual, and hands-on:** Break down complex regulations (like sustainability, FSSAI, and Legal Metrology) into easy-to-follow points. Use label layouts, packaging samples, and before/after compliance fixes to make concepts clear.
4. **Encourage active participation:** Include label review activities where participants check their own or peers' products against a compliance checklist. Let them physically handle packaging materials to compare durability, print quality, and compliance etc.
5. **Promote peer learning:** Facilitate group discussions where participants share designs, hacks, and cost-saving ideas. Encourage cross-learning between those with more compliance experience and those newer to the process.
6. **Be patient and inclusive:** Recognise varying literacy levels, access to resources, and familiarity with regulations. Use plain language, avoid jargon, and ensure everyone feels comfortable asking questions.
7. **Focus on relevance and application:** Relate compliance rules to participants' own markets and target consumers, showing how correct labelling can improve trust, shelf appeal, and market access.
8. **Bring the human touch:** Compliance is more than rules — it's about protecting a brand's credibility and telling its story effectively. Motivate participants to see packaging and labelling as growth tools, not just obligations.

Introduction

Labeling is not just a regulatory requirement — they are a key touchpoint between your brand and the consumer. A well-designed, compliant label builds trust, improves shelf visibility, and communicates values like sustainability. This module will help small food businesses master the art and science of labeling for their products.

For smallholder farmers, farmer-producer organisations (FPOs), food entrepreneurs, and small businesses, the label serves multiple purposes: it ensures compliance with the Food Safety and Standards Authority of India (FSSAI) regulations, communicates essential product information, and acts as a powerful storytelling and marketing tool.

Why labelling matters

Labeling is a legal requirement under the Food Safety and Standards (Packaging and Labelling) Regulations, designed to protect consumers by ensuring transparency and traceability. A compliant label provides accurate details about the product's identity, composition, origin, nutritional content, usage instructions, and safety. Clear and correct labelling not only builds trust with consumers but also safeguards producers against legal penalties and market rejections.

The challenge for small producers

Many small and emerging food businesses struggle to keep pace with evolving compliance standards. Limited access to regulatory knowledge, design expertise, and packaging resources often leads to errors — from missing mandatory details to incorrect font sizes or placement. These mistakes can limit market access and harm a brand's credibility.

How to use this module

The module combines legal essentials with design principles, supported by examples, checklists, and field insights. Participants are encouraged to bring their own product labels and packaging to the session for hands-on feedback and improvement suggestions. The aim is not only to meet compliance standards but also to create labels that stand out in the marketplace.

Glossary

FSSAI (Food Safety and Standards Authority of India) – India’s main food safety regulator that sets rules for how food should be made, packed, labelled, and sold.

Legal Metrology – Government rules about correct weights, measures, and packaging information.

Front of Pack (FOP) – The side of the label that customers see first, usually with the product name, logo, quantity, and dietary symbol.

Back of Pack (BOP) – The side of the label that has detailed information like ingredients, nutrition, and storage.

Net Quantity – The weight, volume, or number of items in the pack (excluding packaging).

Gross Weight – The weight of the product, including its packaging.

Batch / Lot Number – A unique code to identify when and where the product was made; useful for tracking.

Expiry Date – The date after which the product should not be eaten for safety reasons.

Best Before Date – The date till which the product is at its best quality; it can still be safe to eat after, but the quality may reduce.

Ingredient List – All ingredients in the product, listed in order of largest to smallest quantity used.

Nutrition Information Panel – A table showing the amounts of energy, protein, fat, carbs, sugar, and other nutrients per serving or per 100g/ml.

Veg / Non-Veg Symbol – A green dot in a green square for vegetarian products, and a brown dot in a brown square for non-vegetarian products.

MRP (Maximum Retail Price) – The highest price (including taxes) that the product can be sold for.

Barcode (GTIN) – A machine-readable code for tracking and retail scanning.

QR Code – A square code that customers can scan for more product information, recipes, or brand stories.

Allergen Declaration – A note highlighting ingredients that may cause allergies (e.g., peanuts, milk, soy, gluten).

Storage Instructions – Guidelines for keeping the product safe and fresh (e.g., “Store in a cool, dry place”).

Primary Packaging – The packaging that directly touches the product (e.g., a jar for pickles).

Secondary Packaging – Outer packaging that holds one or more primary packages (e.g., a carton holding multiple jars).

Session Overview and Breakdown

This 100-minute session covers the fundamentals of labelling compliance for food and agri-based businesses. It introduces ecopreneurs and small farmers to legal requirements under FSSAI and Legal Metrology, demonstrates how to design effective and compliant labels, and provides hands-on activities to help participants review and improve their product labels.

It blends theory, real-world examples, and practical review exercises, ensuring participants leave with clarity on what's mandatory, what's optional, and how to balance compliance with good design and storytelling.

Time Breakdown

Topic	Timing
Introduction & Setting Context	<i>5 minutes</i>
Why Labels Matter – Three Perspectives	<i>10 minutes</i>
Core Compliance – What Every Food Label Must Include	<i>15 minutes</i>
Anatomy of a Label – Front, Back & Side Panels	<i>20 minutes</i>
Activity – “Old vs New: Spot the Difference” + Personal Label	<i>30 minutes</i>
Wrap-up & Q&A: Staying Compliant Without Losing Your Story	<i>20 minutes</i>
Total Time	<i>100 minutes</i>

Introduction & Setting Context (5 mins)

Greet participants and explain that this session will help them create labels that:

- Comply with the law— to avoid penalties, delays, and recalls.
- Tell their brand story— to stand out on shelves and build trust.

Audience Prompt:

Ask: “How many of you have designed your own labels before?” and “What was the most confusing part of the process?” (Show of hands or quick sharing.)

What is a Label?

A label is any written, printed, or graphic matter displayed on a food product’s packaging. It is the customer’s first impression of your product.

Audience Prompt:

Ask: “Think about a product you love buying. What made you pick it up the first time? Was it the colours? The words? A claim like ‘organic’ or ‘no preservatives’?”

Why Labels Matter — Three Perspectives (10 mins)

i) The Label Tells Your Brand’s Story

- It’s not just about compliance — it’s about connection. It tells customers who you are, what you make, and why they should trust you.
- Example: A jar of pickle that says “Made from our grandmother’s 1965 recipe” vs “Mixed Pickle” or “farmer owned.”
- Stories enhance the perceived value, help the consumer understand your values and ethos, and help your product be remembered.
- It is your salesperson who competes for attention in a crowded marketplace.

ii) Legal and Functional Identity

The label is also an official record; it declares what's inside, who made it, and if it's safe to eat (by stating allergen info).

- As per FSSAI and Legal Metrology, every packaged food must display certain details.
- Missing or wrong information can lead to:
 - i) Products being removed from shelves.
 - ii) Fines or penalties.
 - iii) Loss of customer trust.

iii) Why Label Compliance is Critical

- **Consumer safety:** prevents misleading or incomplete info.
- **Business credibility:** retailers and e-commerce platforms check labels before stocking products.
- **Regulatory requirement:** non-compliance can mean legal notices or high penalties.

How Labels Shape Perceived Value

The way a product is packaged often decides how customers value it — even before they try it. Design choices like colour, font, imagery, and materials all send subtle signals about quality, trust, and brand identity.

- **Perceived Quality** – A sturdy pack with clean design feels premium, while flimsy or generic packaging lowers trust.
Example: Minimalist skincare packs allow for them to be perceived as “medical solutions,” which makes them feel more trustworthy and higher-value.
- **Trust & Transparency** – Showing the actual product inside reassures customers about freshness and authenticity.
Example: Showing the product and not covering the entire Jar with the label signals openness, compared to opaque packs which may feel less reliable.
- **Brand Identity & Recognition** – Unique icons, mascots, or visual cues help customers immediately recognise and choose your product on the shelf.
Example: The Amul girl or the MDH mascot have become synonymous with their brands, creating strong recall and preference.

- **Fonts & Brand Ethos** – Typography conveys personality. Playful fonts suggest fun and approachability (like Paper Boat), while clean, simple fonts can signal trust and professionalism. It's important to keep fonts consistent across all packaging to maintain a uniform brand image.
- **Emotional Recall** – Labels that tells a story through visuals or design can create lasting connections.
Example: Paper Boat's use of nostalgic imagery and colours connects emotionally with consumers, reminding them of childhood flavours and experiences.
- **Value Signals** – Labels can communicate values like sustainability, tradition, or premium quality.
Example: Eco-friendly paper labels, fair-trade marks, or even familiar colour cues like "Red Label" tea vs "Green Label" instantly signal quality and positioning.

Core Compliance – What Every Food Label Must Include (15 mins)

Audience Prompt (to start with):

Name 3 striking things/ things that stand out here?



Mandatory elements under FSSAI & Legal Metrology:

- FSSAI licence number (for both marketer and manufacturer if different).
- Net quantity (weight/volume, and gross weight where needed).
- Ingredient list in descending order by weight.
- Nutritional information panel in the prescribed format.
- Customer care details — phone/email + batch/lot number.
- Manufacturing date & expiry/best before date.
- Veg/Non-Veg symbol in the correct size and colour.
- MRP with ₹ symbol (not just “Rs”).
- Barcode (GTIN if used for tracking/retail).

Common compliance-related mistakes to avoid (with examples):

- Font size too small to read.
- Missing allergen declaration (even if there are no allergens, we need to state it).
- Incorrect net quantity format (e.g., “500gm” instead of “500 g”) and not mentioning it where it needs to be mentioned.
- Ingredients not mentioned in order of weight.

Audience prompt:

Can you spot any common mistakes based on the rules we learnt so far (the facilitator can continue with showing this label and ask participants to point out errors, what are

the details that are missing like nutritional information, allergen declaration, per gram price, etc. and what are the details that are not needed and the space can be used to accommodate other important details)



Anatomy of a Label – Front, Back & Side Panels (20 mins)

Facilitator Prep

- Carry two sample jars with labels— one showing a well-organised compliant label, one showing a cluttered or incorrect version.
- Carry a few printed label templates divided into three zones.
- Have a roll of blank labels and markers to demonstrate live placement.



(Area A or Front of the Label on a round bottle)

Why dividing the label matters

- Prevents information overload on one side.
- Ensures that key legal details are not lost among decorative elements.
- Makes the product easier for customers to scan — first with their eyes, then with their hands.

Three Sections of a Label

1. Front of Pack (Primary Display Panel)

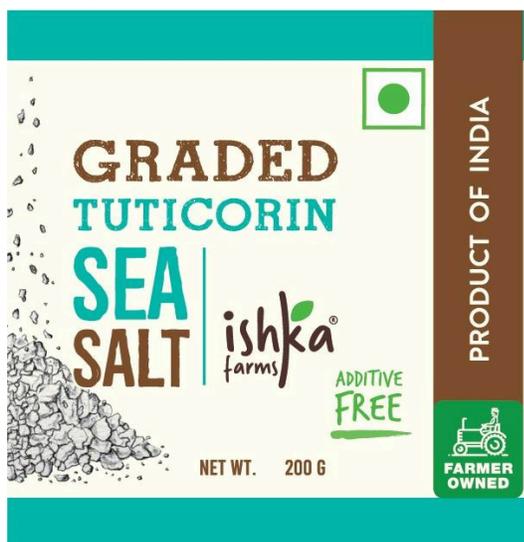
What goes here (mandatory):

- Product name
- Net quantity (weight/volume)
- Veg/Non-Veg symbol in correct colour/ and size in proportion to the label

What can also go here (optional but strategic):

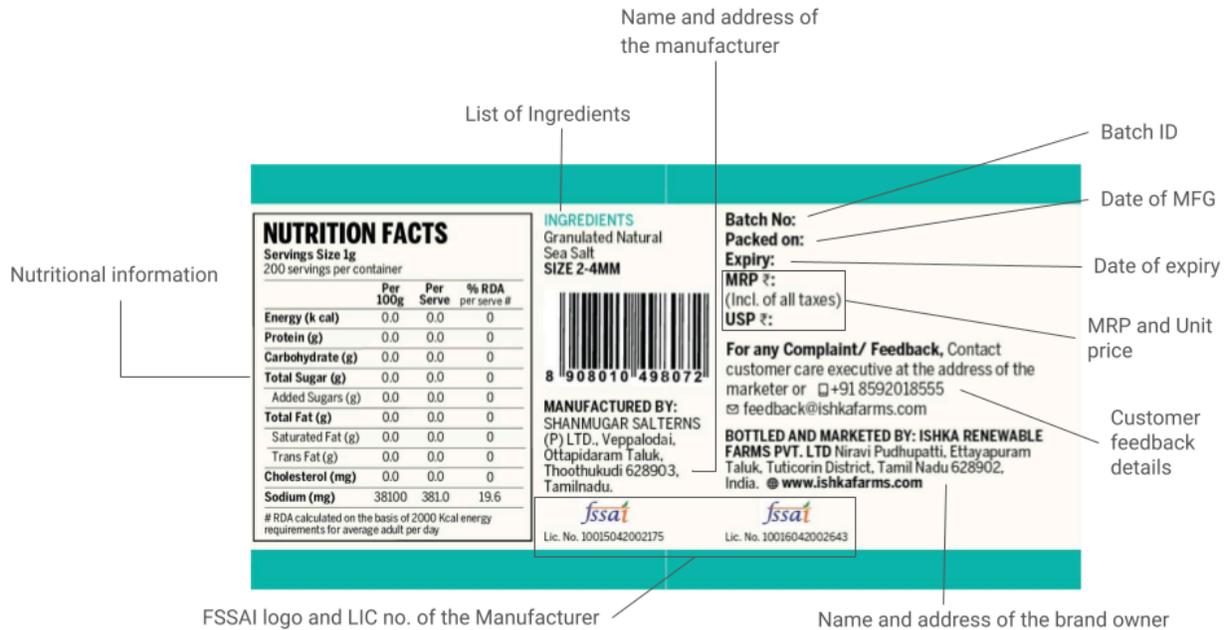
- Brand logo
- Illustrations, product photo
- Tagline or key claim (e.g., “farmer owned”, “100% Cold-Pressed” or “Made from Indigenous Grains”)
- QR code leading to your website or story

Example:



Audience Prompt: Remind participants — this is the shopper’s first glance. Avoid clutter, keep hierarchy: product name first, then brand.

2. Back of Pack (Information Panel)



Mandatory items here:

- Ingredient list (in descending order by weight at the time of making/before processing).
- Nutritional information panel.
- Manufacturer & marketer details (with FSSAI licence numbers) in color print on colored label.
- Batch/lot number, manufacturing & expiry/best before date.
- Customer care contact.
- GTIN/ Barcode (if used).
- Optional additions can include- Storage instructions and Cooking/serving suggestions.

Nice to have:

- Social media handles / website link
- Simple recipes or ideas on how to consume the product
- QR code linking to more product info or stories

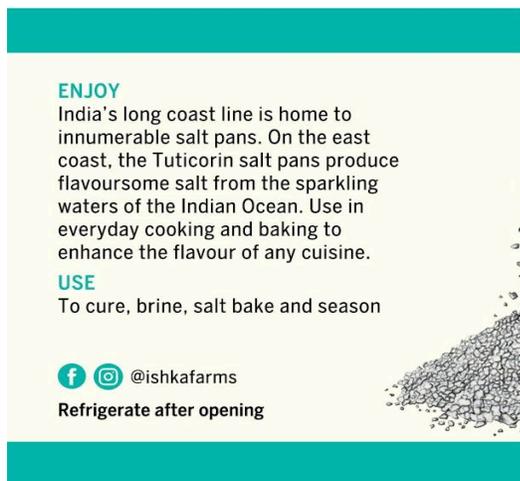
Tip: Keep the background light and the font dark for easy reading. Avoid text on busy patterns.

3. Side Panel (Supporting/Story Panel)

What can be added here (things that are not compulsory from a regulatory perspective, but brands would like to have)

- Short brand story or founder message.
- Certifications and seals (Organic, Fairtrade, etc.).
- Social media handles (if you really want to add them)
- Sustainability messages (“Packed in 100% recyclable jars”).

Example



Facilitator Tip: This is where functionality meets aesthetics— use it to connect with the customer without sacrificing precious real estate on the front/back.

Demonstration Exercise

Step 1: Show the printed three-part layout on a flat label sheet.

Step 2: Stick the label on a jar in front of the participants, explaining which part is the front, back, and side.

Step 3: Compare with a cluttered/non-compliant label to show the difference in readability and compliance.

Audience Prompts:

- “If you only had 3 seconds to make someone pick your product off the shelf, which elements must be on the front?”
- “How can you ensure all details are visible without affecting your brand aesthetic?”
- “Where would you place your brand story so it adds charm without replacing required info?”

Matching Design and Aesthetics with Compliance

Clarity vs Overcrowding

A simple, well-structured label feels confident and easy to trust. When labels are overcrowded with text, too many claims, or mismatched fonts, customers feel confused or even suspicious.

Example: A pickle brand that clearly lists ingredients, net weight, and storage instructions on the back label builds more trust than one with scattered fonts, excessive claims, or poorly aligned text.

Design Continuity

When labels are redesigned, it is important to retain key elements — such as colours, visuals, or layout — so that the established brand identity remains familiar. This avoids consumer confusion and ensures that customers continue to recognise your products easily.

How to Maintain Continuity:

- Consistent Visuals – Keep your logo, brand colours, and core typography the same across products.
- Unified Messaging – The tone of descriptions and storytelling should feel the same everywhere.
- Standard Layout – Place key details (brand name, product name, weight, FSSAI info) in a familiar arrangement.
- Iconic Elements – Reuse visual motifs or graphics that are strongly linked to your brand identity.

Why It Matters:

- Builds quick recognition on shelves.
- Creates trust and consistency in the brand's image.
- Reinforces the brand promise across products.
- Helps customers form positive and lasting impressions.



Example: Ishka Farms has retained its core colour palette, logo placement, and botanical visuals even as labels evolve — ensuring customers immediately identify the product as part of the same family.

Activity – “Old vs New: Spot the Difference” + Personal Label Review (30 mins)

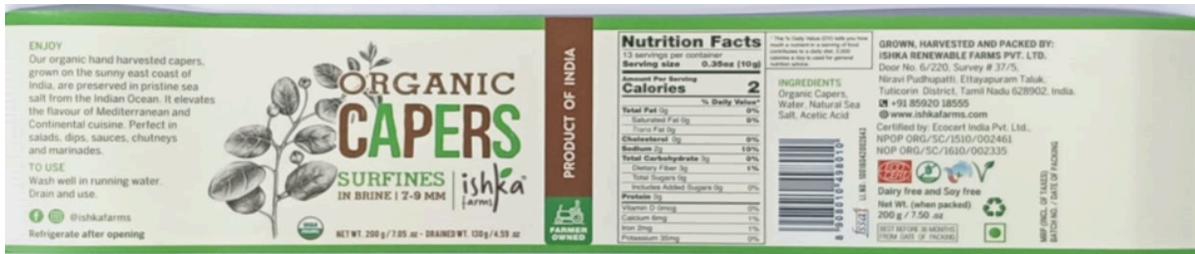
Step 1 – Demonstration (Facilitator’s Labels)

- Show old non-compliant and updated compliant versions of your labels.
- Explain errors in the old version and how they were corrected.

Label 1



Label 2



Label 3



Step 2 – Error Spotting Challenge

- Hand out printed/projected old label images. (Any available labels can be used for this.)
- In small groups, participants list all compliance errors and differences they see

Notes/ Answer Key

2017 – First Label

- Very basic information: nutritional panel, Veg logo, FSSAI licence number, net weight.
- Mention of fields under “C2 Conversion” to indicate the transition stage in organic certification.

2019 – Certified Organic Label

- Organic certification obtained → updated label with EPC barcodes (GS1 India registration), India Organic logo, and certification body logo.
- Nutritional information aligned with USA market requirements.
- Detailed ingredients panel added.
- Net/Drained weight shown in OZ for international markets.
- International size names added alongside product details.

Current Label

- Updated as per the latest FSSAI regulations:
 - Veg logo on the front panel.
 - Nutritional panel with RDA requirements.
 - Feedback/complaint panel with exact contact info.
 - “Packed on,” expiry, USP details included.
 - Jaivik Bharat logo added.
- Label size revised for compatibility with automatic labelling machines → reduced worktime & manpower.
- Batch coding was made horizontal (easier to view than vertical).

(Show participants the three label versions side by side. After their attempt, walk them through these points, highlighting key differences and why they matter.)

Materials Needed:

- Printed Labelling Compliance Checklist.
- Sample compliant/non-compliant labels (physical or projected).
- Jars, Markers, sticky notes for review feedback.

Assignment Review Your Own Labels

Objective

To apply the learnings from the labelling session by critically reviewing your own product labels. This exercise will help you identify compliance gaps, improve clarity, and explore ways to use your labels as a tool for storytelling and customer connection.

Review Your Own Labels

Participants use a simple checklist to assess their labels for:

- Missing or incorrect elements
- Low readability
- Opportunities to add storytelling

Audience Prompt: What are the mistakes that need to be fixed (a few people can answer this question)

Instructions for Participants:

Work individually to analyse 1–2 product labels from your own business. Use the provided checklist sheet to guide your review:

- **Compliance:** Are all mandatory FSSAI elements present (license number, net quantity, ingredients, allergen info, MRP, manufacturer details, etc.)?
- **Accuracy:** Are any details missing, outdated, or incorrect?
- **Readability:** Is the font size clear and easy to read correct as per the compliance requirement? Is the information clutter-free?
- **Design Balance:** Does the label look professional and consistent with your brand identity?
- **Storytelling Opportunity:** Does the label communicate your brand's values, product story, or community connection?

Assignment Worksheet (or blank page):

Create a simple 3-column review sheet for each label

Give participant a checklist to understand compliance and mistakes that they have made in their label design

Labelling Checklist

THE BASICS - FRONT

- NAME
- PRODUCT NAME
- BRAND NAME
- NET WEIGHT
- VEG LOGO / NON VEG LOGO

THE BASICS - BACK

GENERAL DETAILS

- NUTRITIONAL INFORMATION
- LIST OF INGREDIENTS

MANUFACTURER DETAILS:

- NAME AND ADDRESS
- FSSAI LOGO & LICENSE NUMBER

BRAND OWNER DETAILS:

- NAME AND ADDRESS
- FSSAI LOGO & LICENSE NUMBER

FEEDBACK DETAILS

- CUSTOMER FEEDBACK DETAILS

IMPORT DETAILS

- COUNTRY OF ORIGIN FOR IMPORTED FOOD
- NAME AND ADDRESS OF THE IMPORTER
- FSSAI LOGO & LICENSE NUMBER OF THE IMPORTER
- LOGO FOR FORTIFIED FOOD, ORGANIC FOOD
- DECLARATION REGARDING FOOD ALLERGEN
- PROPRIETARY FOOD AND THE CATEGORY
- FOOD ADDITIVES, WHERE APPLICABLE
- ADDED FLAVOUR, WHERE APPLICABLE

Concluding Remarks and Q&A (10 + 10 mins)

- Use compliance as a base, then build your brand's personality around it.
- QR codes can lead to extended storytelling (e.g., farmer stories, recipes).
- Avoid just focusing on design that hides key info; aesthetics might need to take a back seat at times
- Stay updated with FSSAI circulars — compliance is an ongoing process.

Planning Next Steps with the Group

The end of the workshop is an important moment to ensure participants feel confident applying what they've learned about labelling compliance and sustainable packaging.

Encourage Peer Support: Suggest forming a WhatsApp group or similar platform where participants can share label drafts, ask compliance questions, post examples of sustainable packaging they've tried, and exchange supplier contacts or cost-saving tips.

Schedule a Follow-Up: Propose an informal online check-in about one month after the session. In this meeting, participants can:

- Share updated or redesigned labels for peer feedback.
- Show examples of any changes made.
- Discuss challenges in implementing compliance.
- Hear new updates from the facilitator on FSSAI guidelines.

Set Personal Goals: Ask each participant to set a clear and achievable target for the next month, such as:

- Updating one product label to be fully compliant.
- Conduct a self-audit of all current product labels using the compliance checklist provided.

Summing Up Key Learnings

To help participants leave with clarity and motivation, the facilitator should recap the main takeaways:

- **Labelling is not just decoration** — it's a tool for trust, storytelling, and compliance.

- **Small details matter** — even a missing license number or incorrect net quantity format can cause legal trouble or consumer distrust.
- **Balance compliance with branding and aesthetics** — your label can meet legal requirements and still tell your product’s story beautifully.
- **Peer learning is a powerful resource**— stay connected with fellow participants for ideas, suppliers, and encouragement.
- **Compliance is ongoing** — regulations can change, so commit to reviewing your labels and packaging regularly.

Feedback from Participants

Gathering feedback helps improve future workshops and shows participants that their opinions matter. Use a simple printed sheet or a Google Form with questions such as:

1. What did you like most about today’s training?
2. One skill, fact, or insight you learned today that you didn’t know before?
3. One change you will try to make to your product’s label in the next few months?
4. Any topic you wish we had covered more deeply or in more detail?
5. Was the pace and format of the session comfortable for you? (Yes / No – if no, please share suggestions)
6. How confident do you feel about checking your own labels for compliance after today? (Scale: Not at all – Somewhat – Confident – Very confident)
7. Any other comments or suggestions?

Outcome

Participants leave with a clear understanding of legal labelling requirements, a peer-reviewed assessment of their own labels, and practical steps to make necessary changes for compliance and better consumer communication.

Appendix

Detailed information about the topic for the trainer

Labelling Requirements as per FSSAI and Legal Metrology

Heading	Additional points to consider
Name of the product on the front of the pack	The name of the food, indicating the true nature of the food, shall be declared on the front of the pack
List of Ingredients	Title: Ingredients Ingredients must be listed in the descending order of their composition by weight at the time of product manufacture
Nutritional Information The compliance with the quantity of declared nutrients on the label shall have a tolerance of ± 20 percent of the value for that nutrient declared on the label at any point in time within the declared shelf life of the product	Nutritional Information per 100g or 100ml or per single consumption pack of the product and per serve percentage (%) contribution to Recommended Dietary Allowance calculated based on 2000kcal energy, 67 g total fat, 22 g saturated fat, 2 g trans fat, 50 g added sugar and 2000 mg of sodium (5 g salt) requirement for average adult per day, shall be given on the label
	Nutritional Information to be provided on the label as indicated in the table template
Veg logo on the front of the pack	Every package of Vegetarian Food containing ingredients including food additives, processing aids of plant origin shall bear a declaration to this effect by a symbol and colour code as indicated below. The symbol shall consist of a green colour-filled circle inside a square with green outline, having a diameter not less than the minimum size specified based on the size of the label specifications of the same mentioned in the table detailing the same 

Heading	Additional points to consider
Name of the product on the front of the pack	The name of the food, indicating the true nature of the food, shall be declared on the front of the pack
Non-veg logo on the front of the pack	<p>Every package of Non-Vegetarian Food containing ingredients including food additives, processing aids of animal origin shall bear a declaration to this effect made by a symbol and colour code as stipulated below. The symbol shall consist of a brown colour-filled triangle inside a square with a brown outline, having a diameter not less than the minimum size specified (detailed in the table about the same)</p> <p>Provided that any article of food contains egg only as Non-Vegetarian ingredient, the manufacturer, packer, or seller may give a declaration to this effect in addition to the said symbol.</p> 
Proprietary Food and the category of the food	The proprietary food Category or Sub-category shall be clearly mentioned on the label along with the generic name, nature, and composition of the proprietary food
Food additives, where applicable	to be listed with class title and specific name or recognized international numerical identifications (INS number)
Added Flavour, where applicable	class/type of flavouring agent to be declared - e.g., Natural/Nature Identical or Artificial [where artificial flavour is used, the common name shall be declared]
Name and address of the manufacturer	The name and address shall be preceded by the qualifying words “Manufactured by (Mfg by, Mfd by)” or
Name and address of the brand owner	“Marketed by (Mkt by)” or “Manufactured & Marketed by” or “Packed & Marketed by” as the case may be
FSSAI logo & License number of the brand owner and License number of the manufacturer	In case of alcoholic beverages, “Bottled by” or “Blended and Bottled by” or “Imported and Bottled by”. Or “distilled and bottled by” may also be declared on the label.
Net Quantity	
Batch identification	Batch/Lot/Code number
Date of manufacturing or packaging	“Date of manufacture or packaging” and “Expiry /Use

Heading	Additional points to consider
Name of the product on the front of the pack	The name of the food, indicating the true nature of the food, shall be declared on the front of the pack
Date of Expiry - Expiry/Use By	by” shall be grouped together and given in one place.
Declaration regarding Food Allergens	Contains..... (Name of allergy-causing ingredients) [Please refer to the regulation for the list of allergy-causing ingredients, exemptions, and other provisions related to Food Allergen declaration]
Country of origin for imported food	where applicable
Name and address of the importer	where applicable
FSSAI logo & License number of the importer	where applicable
Max. Retail price	MRP (rupee symbol) Inclusive of all taxes
Customer feedback details	Name, address, telephone, and email
Instructions for use, Storage instructions	only where necessary
Height of Font and Numeral in declarations	As per the tabulation provided below
Free Space around the net quantity	The area surrounding Net Quantity: Surrounding Space shall be free from printed area above & below by a space equal to at least the height of the numeral, left & right by a space at least twice the height of the numeral.
Logo for Fortified Food, Organic Food	Fortified food and organic food shall be marked with the logo as specified in Schedule I of these regulations

Specifications for Nutritional Information

Nutritional Information (Approx.)		
Serve Sizeg Serves in this pack	
Nutrients	Per 100 g	% RDA per Serve
Energykcal%
Proteing%
Carbohydrateg%
Total Sugarsg%
Added Sugarsg%
Total Fat [^]g%

*Saturated Fat [^]g%
*Trans fat (other than naturally occurring trans fat) and cholesterol [^]g%
Sodiummg%

(Please refer to the regulation for provisions regarding exemptions for nutrition labelling on certain products)

[^] Provided that saturated fat and trans fat are to be given only if the total fat content is more than 0.5% in the final food.

[^] Provided further that the cholesterol content is to be given only for products containing fats of animal origin and where the total fat content is more than 0.5%.

*only mandatory if edible vegetable oil/fat is an ingredient in the product

[^] Provided that the content of saturated fat and trans fat may be declared on the label as “not more than”

Declaration regarding Veg. or Non-Veg

It shall also be prominently displayed, as provided in this regulation, on pamphlets, leaflets, and advertisements in any media.

The symbol shall be prominently displayed on the package with a contrasting background on the principal display panel, positioned close to the name or brand name of the product on the front of the pack.

The declaration of veg/non-veg logo shall not apply in respect of mineral water, packaged drinking water, carbonated water, alcoholic beverages, liquid milk, milk powders, and honey.

Size of the Vegetarian/Non-Vegetarian Logo-

Sl. No	Area of principal display panel in cm. square	Minimum size of diameters	Minimum size of each side of the triangle in mm	Minimum size of each side of the square in mm
1	Upto 100	3	2.5	6
2	Above 100 to 500	4	3.5	8
3	Above 500 to 2500	6	5	12
4	Above 2500	8	7	16

Font Size Specifications

The font size of letters and numerals for declaration of Net Quantity, MRP, Date of expiry or best before, or the use by date, and Customer Care details needs to be adhered to as given below:-

Area of Principal Display* panel in square centimeters (A)	Minimum Size	
	Letters	Numerals
$A < 50$	1 mm	1 mm
$50 < A < 100$	1.5 mm	1.5 mm
$100 < A < 500$	2.5 mm	2.5 mm
$500 < A < 2500$	4 mm	4 mm
$2500 < A$	6 mm	6 mm

The font size of the letters and numerals for other declarations on the label needs to adhere to as per FSSAI rules given below:-

Particulars	Minimum Size	
	Letters	Numerals
Up to 200 sq.cm.	1 mm	1 mm
Above 200 sq.cm. up to 500 sq cm.	2 mm	2 mm
Above 500 sq cm. up to 2500 sq cm.	3 mm	3 mm
Above 2500 sq cm.	6 mm	6 mm

References

[FSSAI Labeling Notification](#)

[How to Get a GTIN](#)