**Original article:**

**Deceptive Food Advertisements in India**

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**Abstract**

In the increasingly health conscious society we live, the benefits to the advertisers of making health claims about their products and services cannot be understated. Advertiser must make valid claims which can stand the test of factual truthfulness and nothing misleading should appear in the copy that goes public. The FSSAI put many products under its scanner over the misleading claims and has begun prosecution proceedings in 19 cases under the Food Safety and Standards (FSS) Act. In order to protect consumer interest, the government should establish an independent broadcast regulator that will design a strict code of practise particularly for tele marketing services so that only those products that do not go against FSSAI act and proven significance get endorsed in media. Consumers and their organizations must assert their rights against dishonest businessmen indulging in such practice and bring such cases to the notice of the enforcement group, which in turn have to play the role of a watch dog of public interest.

**Keywords:** Consumers, Deception, FSSAI, Food advertisement