de Asra

Powering Businesses. Creating Jobs.



PACKAGING AND LABELING

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Need assistance? Reach out to our team

Contact us on : +91 93730 35540

We work from Monday to Friday 10 a.m to 6 p.m

PACKAGING AND LABELING

The Food Safety and Standards (Packaging and Labeling) Regulations have set certain norms and standards on how and in which manner the products should be packed and labeled before selling.

Before selling any product, you have to follow certain guidelines on packaging and labeling. Following are examples of such guidelines:

(Which information should be included on the labels?)

1. Mention “Retail package” OR “Wholesale package” specifically depending on whether the product is packed for retail or wholesale purpose respectively.
2. Vegetarian products need to have a green mark & non-vegetarian products need to have a red mark on its label or packaging. There are certain specifications for the size of this mark depending on the size of the label or package.
3. If the product is manufactured & packed by different entities or at different locations; mention the detail addresses of both the locations, clearly including survey no., plot no., pin code, etc.
4. FSSAI Registration and License No. should be displayed on the label or package in the prescribed manner.
5. Net weight should be mentioned as “Net Wt” & Batch number as “Batch No.”.
6. The maximum retail price should be written as “Max. Retail Price (Inclusive of All Taxes)”. If your price is dependent on city limits or specific to any geographical region you should mention it clearly for example price “In Pune” and/or “Outside Pune”.
7. Dates should be written as- “Packaged Date”-DD/MM/YYYY.
8. Expiry Date should be displayed as follows:“BEST BEFORE ……. DATE/MONTH/YEAR” OR

"BEST BEFORE……..DAYS FROM PACKAGING"
OR
"BEST BEFORE …… DAYS FROM MANUFACTURE"

9. Ingredients of the products should be written in descending order of quantity of each ingredient. Every ingredient needs to be mentioned.
10. Nutritional facts should be mentioned for every product which is a mixture/processed (not in natural form).
11. If the product contains Oil or Ghee, then mentioning Transfat is mandatory. There are 8 types of Nutritional facts that need to be mentioned for the products with Oil or Ghee. The type of Oil needs to be written specifically. E.g. Sunflower oil, Groundnut oil, Vanaspati Ghee, etc. Writing the facts in the local language is MUST.
12. For food products without Oil; mentioning Fats, Proteins, Carbohydrates and Energy is essential. Writing the facts in the local language is MUST.

DigiPreneur Checklist – Getting Digitally Ready

(Which information should be kept ready while designing labels and packages?)

1. Sample of the product.
2. Logo of the brand.
3. The tagline of the brand.
4. Name of the brand.
5. Information on the type of product (i.e. cosmetics, food, etc.).
6. Name and quantity of ingredients used in the product.
7. Quantity of the product to design the packages.
8. Price of the product.
9. Date of manufacturing and packaging.
10. Expiry date.
11. Nutritional facts (Composition of proteins, facts, etc.).
12. Address of manufacturing unit.
13. Contact details of the business. (For feedback, complaints, information, etc.)
14. Specific instructions for using the product (if any).

Note: The above information has been compiled based on the inputs gathered from various business owners and their experience.

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Thank you so much for choosing our checklist!
We genuinely hope it becomes your guiding star on your exciting journey into the world of entrepreneurship.



Wish you All the Best for your journey!

Should you require any further assistance, please feel free to reach out, and we will be delighted to assist you!

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