With misuse of its name and logo by some food companies, regulator FSSAI today said the display of its logo and name in label and advertisements in any form should not suggest that the authority endorses any particular food operator and product.

"It has come to the notice that the name and logo of FSSAI is being misused to mislead the consumers into believing that the products of some food business operators have been tested, approved and endorsed by FSSAI. Thereby implying that the products of their competitors do not conform to the standards prescribed by FSSAI," the regulator said in an order.

The regulator said that all products manufactured, stored, distributed, sold and imported are required to conform to the standards prescribed by FSSAI. "It is directed that display of FSSAI logo and name in label and/or advertisements in any form should not be used to misrepresent the authority or to suggest that FSSAI endorses any particular FBO, company, organisation, product etc," the order said.

The FSSAI logo is only allowed to be used as per Food Safety and Standards (Packaging and Labelling) Regulations, it added.