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* **IN THE HIGH COURT OF DELHI AT NEW DELHI**
+ W.P.(C) 10066/2026, CM APPL. 46828/2026 & CM APPL.
46829/2026

INDIAN SUGAR AND BIOENERGY MANUFACTURERS
ASSOCIATION

.....Petitioner

Through: Mr. Raj Shekhar Rao and Mr. Ankur
Chibbar, Senior Advocates with Mr.
Ayan De, Ms. Ayusshi Singh, Mr.
Wamic Nagral, Advocates.

versus

UNION OF INDIA & ORS.

.....Respondent

Through: Mr. Kamendra Mishra, CGSC with
Mr. Krishna Pandey, Advocate for
UOI/R-1.
Mr. Amit Meharia, Ms. Tannishtha
Singh, and Mr. Sambhav, Advocates
for R-2/FSSAI

CORAM:
HON'BLE DR. JUSTICE SWARANA KANTA SHARMA

ORDER
23.07.2026

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1. By way of the present petition, the petitioner seeks following prayers:

“...i. Issue an Writ of Mandamus or any other appropriate writ, order or direction directing the Respondents, particularly the Food Safety and Standards Authority 159 of India, to undertake and complete a comprehensive, independent and India-specific scientific evaluation concerning the long-term health implications associated with non-sugar sweeteners and artificial sweeteners, including their impact on metabolic health, cardiovascular disease, carcinogenicity, neurological health and long-term consumption patterns across different demographic groups within



India;

ii. Issue a Writ of Mandamus or any other appropriate writ, order or direction directing the Respondents to issue appropriate public advisories, awareness measures and consumer guidance concerning the potential health implications associated with prolonged NSS and artificial sweetener consumption, particularly for children, adolescents, pregnant women, diabetic individuals and other vulnerable groups;

iii. Issue a Writ of Mandamus or any other appropriate writ, order or direction directing the Respondents to ensure that the packaging, labelling, marketing and 160 presentation of products containing NSS and artificial sweeteners are not false, misleading or deceptive in any manner, including by preventing such products from being portrayed as inherently “healthy”, “safe”, “diet” or beneficial substitutes for sugar without adequate and equally prominent disclosure regarding the artificial sweeteners used therein;

iv. Issue a Writ of Mandamus or any other appropriate writ, order or direction directing the Respondents to examine, investigate and take appropriate regulatory and enforcement action against misleading, false or deceptive labelling, branding, advertising, promotional claims and marketing practices relating to products containing NSS and artificial sweeteners, including representations which are likely to create an incomplete or misleading commercial impression regarding the composition, characteristics, health attributes or comparative benefits of such products, in accordance with the Food Safety and Standards Act, 2006, the Consumer Protection Act, 2019 and other applicable laws;

v. Issue a Writ of Mandamus or any other appropriate writ, order or direction directing the Respondents to strengthen and enforce the regulatory and disclosure framework governing NSS and artificial sweeteners by mandating clear, prominent and front-of-pack identification and disclosure of the specific artificial sweetener(s) used in food and beverage products, together with appropriate warning statements and cautionary disclosures enabling informed consumer choice; and vi. Issue a Writ of Mandamus or any other appropriate writ, order or direction directing the Respondents to frame and implement such further regulatory, precautionary, disclosure and public-health measures as may be necessary to safeguard consumer rights, public health, transparency and informed dietary choice in relation to NSS and artificial sweeteners;



vii. Pending completion of the aforesaid India-specific scientific evaluation, issue a writ of Mandamus or any other appropriate writ, order or direction directing the Respondents to introduce and implement interim Front-of-Pack Labelling (“FOPL”) and prominent front-facing disclosure requirements for all food and beverage products containing NSS and artificial sweeteners, including mandatory identification of the specific sweetener(s) used together with appropriate cautionary statements and consumer-awareness disclosures;

viii. Pending the hearing and final disposal of the present Writ Petition, issue a Writ of Mandamus or any other appropriate writ, order or direction, directing Respondent No. 2 to take immediate regulatory measures to ensure that food products containing Non-Sugar Sweeteners (NSS) are not marketed, advertised, labelled or otherwise represented in a manner that is misleading or likely to mislead consumers, including by ensuring that promotional claims such as “Sugar Free,” “Zero Sugar,” “No Added Sugar,” “Diet” or similar representations are accompanied by clear, prominent and conspicuous disclosure of the presence of Non-Sugar Sweeteners and the applicable statutory 163 cautionary information across all forms of public communication, including product labels, advertisements, e-commerce platforms and digital media, pending the final adjudication of the present....”

2. Issue notice.
3. Mr. Kamendra Mishra, the learned CGSC and Mr. Amit Meharia, the learned counsel accepts notice on behalf of respondent no. 1/UOI and respondent no. 2, respectively.
4. Let counter affidavit/reply be filed within two weeks from date, with an advance copy to the learned counsel for the petitioner, who may file rejoinder thereto within two weeks thereafter.
5. List on 29.09.2026.
6. The order be uploaded on the website forthwith.

DR. SWARANA KANTA SHARMA, J

JULY 23, 2026/zp

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