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Food and Drugs Administration, Punjab
Near Civil Hospital, Kharar Distt. SAS Nagar (140301)
(Dept. of Health & Family Welfare, Punjab)

To


1. PS/ Administrative Secretary, School Education, Punjab
2. All the Deputy Commissioners, State of Punjab
3. All the Civil Surgeons, State of Punjab
4. All the Designated Officers (Food Safety), State of Punjab
5. All the District Education Officers (School Education), State of Punjab
6. All the Food Safety Officers, State of Punjab

No. F&D/Pb/2025/527-32

Date 25-4-2025

Subject: Prohibition orders for the sale of Energy Drinks to the Children and to prohibit the sale of Energy Drinks in school canteens/tuck shops/ shops or establishments around schools within area of 100 meters in rural areas and 50 meters in urban areas

- 1 In reference to the above cited subject, Commissioner, Food and Drugs Administration has issued the prohibition Orders vide No. Food(Pb)/2025/516 dated 21.04.2025 for the sale of Energy Drinks to the Children and to prohibit the sale of Energy Drinks in school canteens/tuck shops/ shops or establishments within the area of 100 meters in rural areas and 50 m in urban areas of School premises, for one year with effect from April 21, 2025 (Copy attached).
- 2 Necessary lawful action should be ensured to enforce these orders.



Commissioner
FDA Punjab

Endst No. Food/Pb/2025/533-35

Dated: 25-4-2025

A copy is forwarded for the information please:

1. Chief Secretary to the Government of Punjab, Chandigarh
2. PS/ Administrative Secretary, Health & Family Welfare, Punjab
3. The Director Health Services, Punjab

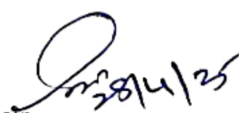

Commissioner
FDA Punjab

ਦਫਤਰ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੇ.ਸਿ) ਬਠਿੰਡਾ

ਪਿਠ ਅੰਕਣ ਨੰ ਜੀ-1/1 ()2025/ 1456

ਮਿਤੀ 20.04.25

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੂਹ ਸਕੂਲ ਮੁੱਖੀਆਂ ਨੂੰ, ਭੇਜਕੇ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਉਹਨਾਂ ਨੂੰ ਇਸ ਅਨੁਸਾਰ ਦਰਜ ਕੀਤੇ ਦਸਤਾਵੇਜ਼ਾਂ-ਪਿਠ ਪਾਲਣਾ ਕਰਨੀ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।


ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੇ.ਸਿ)
ਬਠਿੰਡਾ।

PROHIBITION ORDER

No. Food(Pb)/2025/516

Date 21.04.2025

1. It has been observed that certain Food Business Operators (FBO) sell Energy Drinks to the Children, which are otherwise mentioned on their label itself that "not recommended for Children"
2. Energy drinks are heavily marketed to Children and young adults and others and manufacturers compare the effects of the drinks to the use of drugs like cocaine. These are generally non-alcoholic beverages containing caffeine, guarana, glucuronolactone, taurine, ginseng, inositol, carnitine, B-vitamins etc. as main ingredients that act as stimulants. In recent years, a number of different energy drinks have been introduced in the Indian market to provide an energy boost or as dietary supplements. These drinks contain high levels of caffeine (added at levels of up to 80 mg per serve) which stimulates the nervous system. Caffeine is added to energy drinks ostensibly to increase mental performance. Moreover, caffeine used in conjunction with alcoholic or other substances of dependence can have additional impact on health. The scientific community has been concerned at the potential access to caffeinated beverages by children and the carry over fortification from caffeine fortified foods to other products. Therefore, products which have caffeine as ingredient are usually prohibited from being used as ingredient in other beverages commonly consumed by children. Pregnant and lactating women are vulnerable groups for whom high consumption of caffeine is not advised.
3. The detrimental effects of caffeine have been identified by several studies. Potential adverse effects of energy drinks in relation to their ingredients include Cardiovascular, Neurological/psychological, Gastrointestinal/ metabolic and Renal effects (Reference: Int J Health Sci (Qassim) 2015 Oct;9(4):468-474)
4. Food Safety and Standards Act, 2006, Chapter 2: Food Products Standards 2.10.6(2) notifies the standards for Carbonated and Non- Carbonated caffeinated beverages that states:
 - (II) Essential Composition: It shall contain not less than 145 mg per liter and not more than 300 mg per litre total caffeine from whatever sources it may be derived in the formulation of the product.
 - (III A(i)) A declaration "consume not more than 500 ml per day" shall be made on the label that represents the per day quantity.
 - (V) Labelling: The product shall comply with all provisions of General Labelling requirements of Food Safety and Standards (Packaging and Labelling) Regulations, 2011 for pre-packaged foods, with the following

additional provisions: - a) High Caffeine: "X mg/serving size" (where X is the amount of caffeine in milligrams per pack/serve; b) Prominent

display of caution "Not recommended for children, pregnant or lactating women, persons sensitive to caffeine.]

5. Therefore, for the reasons stated herein above, it is just and necessary to prohibit the consumption of Caffeinated Energy Drinks by children. So, I, Dilraj Singh, I.A.S., Commissioner of Food and Drug Administration, Punjab, in exercise of the powers conferred under Section 30(2)(a) of the Food Safety and Standards Act, 2006, prohibit in the interest of public health, the sale of Energy Drinks to the Children and also to prohibit sale of Energy Drinks in school canteens/tuck shops/shops or establishments within the area of 100 meters of school premises in rural areas and within the area of 50 meters of school premises in urban areas, in any case in the State of Punjab for one year with effect from April 21, 2025.



(Dilraj Singh), IAS
Commissioner, FDA Punjab

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