



VOLUNTARY ORGANISATION IN INTEREST OF CONSUMER EDUCATION (VOICE)

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Date: 01.09.2011

To,
Mr. Chandra Bhushan,
Deputy Director General,
Centre for Science and Environment,
41, Tughlakabad Institutional Area,
New Delhi - 110 003

Subject: Cap on Caffeine in Energy Drink

Dear Mr. Bhushan,

This is with reference to your letter on above mentioned subject. We are also for strong and immediate regulation for energy drinks.

Food Safety and Standards Authority of India asked comments on "Proposes Regulation of Energy Drinks and Caffeine" We submitted our comments on 01.06.2010 to Authority. We strongly opposed the name "Energy Drink" because it creates impression that drink boosts energy. Our proposal was as follows:

There shall be two categories of drinks containing caffeine.

1. Drinks containing caffeine 145 ppm maximum with label declaration - "CONTAINS CAFFEINE".
2. **"Formulated Caffeinated Drink"** - containing caffeine not less than 145ppm and not more than 320ppm with following label declarations:
 - The label of Formulated Caffeinated Drink must declare quantity of caffeine per 100 ml.
 - The label of Formulated Caffeinated Drink must also include advisory statements to the effect that:
 - (a) The drink contains caffeine; and
 - (b) The drink is not recommended for
 - Children; and
 - Pregnant or lactating women; and
 - Individuals sensitive to caffeine.

We will now take up the matter with the authority again with copy to Ministry of Health & Consumer Affairs.

Yours Cordially


(Ashim Sanyal)
COO & Secretary

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