



CCPA Imposes ₹1 Lakh Penalty Each on Storia Foods and Mrs. Bectors for Misleading “100%” Claims

Companies Directed to Immediately Discontinue Misleading Claims Across Packaging, Websites and Digital Platforms

CCPA reiterates that the expression “100%” is an absolute numerical claim and must accurately reflect the factual composition of a product

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The Central Consumer Protection Authority (CCPA), headed by Chief Commissioner **Smt. Nidhi Khare** and Commissioner **Shri Anupam Mishra**, has imposed penalties of ₹1,00,000 each on **M/s Storia Foods and Beverages Private Limited** and **Mrs. Bectors Food Specialities Limited (English Oven)** for misleading advertisements and unfair trade practices arising from the use of the expression “100%” in relation to their food products. The Authority has also directed both companies to **immediately discontinue the impugned claims** from their product packaging, websites and all digital platforms. The action has been taken under the provisions of the **Consumer Protection Act, 2019** and the **Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022**.

The CCPA has reiterated that:

“100%” is a precise and absolute numerical expression and cannot be used loosely, approximately or as a marketing slogan. Any such claim must correspond exactly with the actual composition of the product.

The Authority observed that in the absence of any statutory definition permitting a qualified interpretation, the term must be understood in its plain and literal sense by an ordinary consumer.

Action Against Storia Foods and Beverages Pvt. Ltd.

The CCPA took suo motu cognizance of advertisements relating to:

- Storia 100% Tender Coconut Water
- Storia 100% Juice – Pomegranate
- Storia 100% Juice – Mixed Fruit
- Storia 100% Juice – Mango
- Storia 100% Juice – Guava Chilli

The products were advertised through: These products were prominently advertised on Storia's official website (shop.storiafoods.com), on product packaging, and across third-party e-commerce platforms including Amazon, Flipkart, BigBasket, Blinkit, JioMart and Zepto.

Findings on "100% Tender Coconut Water"

Storia advertised its product as:

- "100% Tender Coconut Water"
- "100% Natural Tender Coconut Water"

However, the ingredient declaration showed:

Water and Coconut Water Concentrate (9.6%) (Equivalent to 100% Coconut Water) (Reconstituted).

CCPA's Observations

- An ordinary consumer would understand "100% Tender Coconut Water" to mean a product consisting entirely of natural tender coconut water.
- The product was actually made by reconstituting coconut water concentrate with water.
- The term "**(Reconstituted)**" appeared only in fine print within the ingredient panel and was not prominently disclosed alongside the principal claim.
- The product also contained **Class II Preservative INS 202**, making the accompanying claim of "**100% Natural**" untenable.

S.No.	Product	Labelled Claim	Actual Composition (Key Ingredients)
1.	Storia 100% Juice – Pomegranate	100% Juice	Water + Pomegranate Juice Concentrate 4% + Apple Juice Concentrate 10%
2.	Storia 100% Juice – Mixed Fruit	100% Juice	Water + Mixed Fruit Juice Concentrate 10% + Apple Concentrate 10% + Mango Pulp 4%
3.	Storia 100% Juice – Mango	100% Juice	Water + Mango Pulp 16% + Apple Juice Concentrate 12.5%
4.	Storia 100% Juice – Guava Chilli	100% Juice	Water + Guava Pulp 15% + Apple Juice Concentrate 12.5% + Chilli & Pepper

Provisions Violated - Storia

S.No.	Provision	Nature of Violation
1.	Section 2(9), Consumer Protection Act, 2019	Violation of consumers' right to be informed about true quality, quantity and composition

2.	Section 2(28), Consumer Protection Act, 2019	Misleading advertisement – false description of composition; false guarantee as to nature, substance and quality; deliberate concealment of reconstituted nature
3.	Section 2(47), Consumer Protection Act, 2019	Unfair trade practice – false representation as to standard, quality and composition of products

Action Against Mrs. Bectors Food Specialities Limited (English Oven)

Advertisements Under Examination

The CCPA examined claims published through:

- Hindustan Times (Delhi edition) dated 13.09.2024
- Official website
- YouTube
- Instagram
- LinkedIn
- Product packaging

The advertisements contained claims such as:

- "100% Atta Bread"
- "100% Whole Wheat Bread"
- "Our Tasty 100% Atta Bread is a much-loved family favourite"
- "Naturally rich in Whole Grains with 100% whole-wheat flour"
- "Taste of 100% Nourishment"
- "Fill your Days with 100%"
- "The taste of 100% Wholesome Happiness"
- "The taste of 100% Goodness"

The videos carrying these claims had recorded a cumulative viewership of over 50 lakh views as of 23.04.2026.

Findings on "100% Atta" and "100% Whole Wheat" Claims

During proceedings, the company admitted that the bread products contained **87% whole wheat flour**.

CCPA's Observations

- A product containing 87% whole wheat flour cannot be advertised as "100% Atta Bread" or "100% Whole Wheat Bread".
- The expression "100%" is an exact numerical qualifier and leaves no room for approximation.

Misleading Effect of "100% Atta" and "Zero Maida" Together

The Authority further observed that the simultaneous use of:

- "100% Whole Wheat Bread", and
- "Zero Maida"

created a cumulative impression that the bread was composed entirely of whole wheat flour and contained no other ingredients. The company itself acknowledged during the hearing that the dual representation appeared "redundant in nature". The CCPA held that the combined claims created a false and misleading impression regarding the product's composition.

Good Faith Not a Defence

Mrs. Bectors argued that the term "100% Atta" was intended only to indicate that wheat flour was the sole grain source used in the product.

The CCPA rejected this contention, holding that:

- Advertisements must be assessed from the perspective of a reasonable consumer.
- Technical or post-facto interpretations offered by advertisers cannot override the impression created on consumers.
- If a representation is capable of misleading consumers, the advertiser's intention is irrelevant.

Provisions Violated - Bectors

S.No.	Provision	Nature of Violation
1.	Section 2(28), Consumer Protection Act, 2019	Misleading advertisement – false description of product composition; false guarantee as to nature, substance and quantity of the product
2.	Section 2(47), Consumer Protection Act, 2019	Unfair trade practice – false representation that goods are of a particular standard, quality, quantity or composition

CCPA's sustained enforcement against misleading "100%" claims in food advertising

The CCPA further reiterated that all claims relating to composition, quality, nutrition or health benefits must be:

- Truthful,
- Verifiable, and
- Non-deceptive.

The Authority stated that exaggerated or absolute claims used for commercial advantage cannot be permitted where they compromise consumers' right to accurate information and informed choice. The CCPA will continue to take enforcement action wherever consumers are misled regarding the nature, quality or composition of products.

Final Orders are available at: ccpa.doca.gov.in/ccpa-orders.

RT/ SB/ ARC

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इस विज्ञप्ति को इन भाषाओं में पढ़ें: Gujarati , Urdu , हिन्दी , Tamil

