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# FMCG (Fast-Moving Consumer Goods)

Leading FMCG Law Firm in India for Regulatory, IP, and Brand Protection

PRACTICE PROFILE • MAY 2026

## Overview

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Our law firm provides comprehensive legal support to clients in the Fast-Moving Consumer Goods (FMCG) sector in India. We understand the dynamic and competitive nature of this industry, characterized by rapid product turnover, stringent regulatory requirements, and evolving consumer trends. Our team of experienced lawyers offers specialized legal services tailored to the unique needs of FMCG companies, ensuring compliance with regulations while fostering business growth and innovation.

## Our Services

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- Regulatory compliance, including FSSAI, Legal Metrology, BIS, and consumer protection laws.
- Legal issues around channel management for retail and wholesale
- Intellectual property protection, including trademark and copyright registration.
- Corporate and commercial law, including company formation, commercial agreements, and mergers and acquisitions.
- Labor and employment law, including employment contracts and labour disputes.
- Dispute resolution, including litigation, arbitration, and mediation.
- Competition law, including representation before the CCI and compliance programs.
- Environmental and sustainability, including packaging regulations and CSR initiatives.
- E-commerce and digital marketing compliance.
- Anti-counterfeiting and brand protection strategies.
- Health and safety regulations compliance.
- Product recall and crisis management.

## Key Highlights

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- Deep understanding of the FMCG sector and its regulatory landscape.
- Full suite of legal services tailored to FMCG companies.
- Personalized and responsive legal advice aligned with business objectives.
- Strong relationships with industry stakeholders for up-to-date information.
- Proactive approach to identifying and mitigating legal risks.
- Experience in handling complex, multi-jurisdictional matters.
- Commitment to delivering cost-effective and efficient solutions.

## Frequently Asked Questions

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### Q1 What does an FMCG-focused legal practice cover in India?

It covers regulatory compliance across FSSAI, Legal Metrology, and BIS standards, along with intellectual property protection, distribution and channel agreements, labelling requirements, advertising compliance, and product liability. The scope extends to competition law, e-commerce regulations, and anti-counterfeiting strategies.

### Q2 When should an FMCG company engage a specialized law firm in India?

Ideally before launching a new product or entering the Indian market. Regulatory approvals, packaging compliance, and trademark clearance searches take time. Engaging counsel early avoids delays from FSSAI licensing rejections, mislabelling penalties, or channel agreement disputes that surface post-launch.

### Q3 Which Indian regulators and statutes govern the FMCG sector?

FSSAI regulates food safety under the FSS Act, 2006. The Legal Metrology Act governs packaging and labelling. BIS handles product standards. The Consumer Protection Act, 2019 addresses misleading ads and product liability. CCI oversees competition issues, and the DPDP Act applies to consumer data handling.

**Q4****How long does FSSAI licensing typically take for a new FMCG product?**

A central FSSAI license for large manufacturers generally takes 30 to 60 days from submission, assuming documents are complete. Delays arise from incomplete lab reports, incorrect product categorization, or missing manufacturing unit approvals. State licenses for smaller operations may move faster but vary by state.

**Q5****What documents are needed to start legal work for an FMCG business?**

Typically, incorporation certificates, existing FSSAI and BIS registrations, product formulations and labelling drafts, distribution and supply agreements, trademark registration details, and any pending regulatory correspondence. For new entrants, a business plan and proposed product portfolio help us scope the advisory work.

**Q6****What common compliance mistakes do Indian FMCG companies make?**

Frequent errors include non-compliant nutritional labelling under FSSAI rules, failing to update Legal Metrology declarations on packaging, and using unregistered trademarks in advertising. Many companies also overlook state-level licensing requirements or miss GST classification nuances, leading to penalties and product seizures.