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CCPA Pulls Up Storia Over '100%' Label Claims, Imposes INR1 Lakh Penalty

Sheikh Rayees • June 23, 2026

PUBLISHED REPORT

The Central Consumer Protection Authority (CCPA) has levied a penalty of INR1 lakh on Storia Foods and Beverages, holding that several of the company's product claims misled consumers and amounted to unfair trade practices. The action stems from a suo motu proceeding in which the regulator examined Storia's marketing of products carrying labels such as "100% Tender Coconut Water," "100% Natural Tender Coconut Water," and "100% Juice." In its order...

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