



Form C
Government of India
Food Safety and Standards Authority of India
License under FSS Act, 2006



अनुज्ञप्ति संख्या / License Number: **10019021004412**



1. Name & Registered Office address of Licensee / अनुज्ञप्तिधारी के पंजीकृत कार्यालय का नाम और पता: SIMPL INNOVATIVE BRANDS PRIVATE LIMITED
1201-1204 (12TH FLOOR) & 1301-1302 (13TH ELANZA VERTEX, BODAKDEV,
Ahmedabad-380054, Gujrat, Ahmadabad,
Gujarat-380054
2. Address of Authorized Premises / प्राधिकृत परिसरो का पता: Office 1201-1204, 12th Floor and 1301-1302,
13th Floor, Elanza Vertex, Bodakdev,
Ahmedabad-380054, Gujarat, Ahmedabad
Municipal Corporation, Ahmedabad,
Gujarat-380054
3. Kind of Business / कारोबार का प्रकार: Trade/Retail - e-Commerce
Trade/Retail - Marketer
4. Dairy Business Details / डेयरी कारोबार विवरण हेतु : No
5. Category of License / अनुज्ञप्ति का वर्ग: **Central License**

This license is granted under and is subject to the provisions of FSS Act, 2006 all of which must be complied with by the licensee. / यह अनुज्ञप्ति खाद्य संरक्षा और मानक अधिनियम, 2006 के अधीन अनुदत्त की गई और वह अधिनियम के उपबंधों के अध्यादीन है जिनका अनुज्ञप्तिधारी द्वारा अवश्य पालन किया जाना चाहिए.

Place / स्थान: FSSAI Mumbai

Designated Officer

Issued On / दिनांक: 30-05-2024 (Renewal License)

Valid Upto: / वैधता: 30-06-2029 (For details, refer Annexure)

Annexures:

1. [Product Annexure](#)
2. [Validity Annexure](#)
3. [Non-Form C Annexure](#)
4. [Conditions Of License](#)

Note:

- 1. Application for renewal of License can be filed as early as 180 days prior to expiry date of License. You can file application for renewal or modification of License by login into FSSAI's Food Safety Compliance System(<https://foscoss.fssai.gov.in>) with your user id and password or call us at 1800112100 for any clarification.**
- 2. This License is only to commence or carry on food businesses and not for any other purpose.**
- 3. This is computer generated license and doesn't require any signature or stamp by authority.**
- 4. Communications from FoSCoS are being sent to prxxxxxxxxxxxxxxxxxxxx.in , dxxxxxxxxxxxxxxxxxxxxcom , Muxxxxxxxxxxxxx.in and 98xxxxx462 , 98xxxxx196 , 99xxxxx004.To update these details, visit FoSCoS portal.**

Product Annexure



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Kind Of Business: Trade/Retail - Marketer

Sl.No.	Product(s)
1	01 - Dairy products and analogues, excluding products of food category 2.0
2	05 - Confectionery
3	06 - Cereals and cereal products, derived from cereal grains, from roots and tubers, pulses, legumes and pith or soft core of palm tree, excluding bakery wares of food category 7.0
4	07 - Bakery products
5	12 - Salts, spices, soups, sauces, salads and protein products
6	13 - Foodstuffs intended for particular nutritional uses
7	14 - Beverages, excluding dairy products
8	15 - Ready-to-eat savouries

Kind Of Business: Trade/Retail - e-Commerce

Sl.No	Product Category
1	01 - Dairy products and analogues, excluding products of food category 2.0
2	05 - Confectionery
3	06 - Cereals and cereal products, derived from cereal grains, from roots and tubers, pulses, legumes and pith or soft core of palm tree, excluding bakery wares of food category 7.0
4	07 - Bakery products
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6	13 - Foodstuffs intended for particular nutritional uses
7	14 - Beverages, excluding dairy products
8	15 - Ready-to-eat savouries

Website Address(URL) through which e-Commerce activity carried out

Sl.No	Website Address(URL)
1	www.getphab.com

Brand Name(if Applicable)

Sl.No	Brand Name
1	Phab

Validation And Renewal Annexure



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Validity From	Validity Upto	Issued On	Fee Paid	Type	Issuing Authority
01-07-2019	30-06-2020	01-07-2019	7500 INR	New	Central Licensing Authority
01-07-2019	30-06-2020	31-12-2019	7500 INR	Modification	Central Licensing Authority
01-07-2020	30-06-2023	02-06-2020	22500 INR	Renewal	Central Licensing Authority
01-07-2020	30-06-2023	05-06-2021	1000 INR	Modification	Central Licensing Authority
01-07-2023	30-06-2024	08-05-2023	8850 INR	Renewal	Central Licensing Authority
01-07-2024	30-06-2029	30-05-2024	44250 INR	Renewal	Central Licensing Authority

Suspension History

S.No	History	Date
	N/A	

Current Status of License: License Issued

Note:

- 1. Application for renewal of License can be filed as early as 180 days prior to expiry date of License. You can file application for renewal or modification of License by login into FSSAI's Food Safety Compliance System(<https://foscos.fssai.gov.in>) with your user id and password or call us at 1800112100 for any clarification.**
- 2. FSSAI vide order number 15(31)2020/FoSCoS/RCD/FSSAIpt1-Part(4) dated 11th January 2023 allowed Instant Renewal of License / Registration.**
- 3. FSSAI vide order number 15(31)2020/FoSCoS/RCD/ FSSAI dated 29th October 2021 has allowed the renewal of Licenses / Registration till 180 days of the expiry date subject to payment of penalty.**
- 4. Modification* (if any) denotes the change in the Authority. Issuing Authority mentioned along with Modification* is the Jurisdictional Authority with effect from the date of issuance of modified license.**

Non-Form C Annexure



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अनुज्ञप्ति संख्या / License Number: **10019021004412**

Person in charge of operations

Name: Biseswar Mukherjee Qualification: M.Sc. Hotel and Catering Management
Contact No: N/A Mobile No: 9909029004
Email-ID: Mukherjee@hocco.in
Address : K/34, Hariom Park, Behind Udgam School, Thaltej, Ahmedabad City, Bodakdev, Gujarat-380054
State: Gujarat District: Bhilwara
Pin Code: 380054 Photo Id Card: Aadhar Card
Photo Id No: 680836278119 Photo Id Expiry Date: N/A
FoSTaC No: Not Provided

Person responsible for complying with conditions of license(The person must be same as mentioned in Form IX, as per FSS Regulations, 2011)

Name: Biseswar Mukherjee Qualification: M.Sc. Hotel and Catering Management
Contact No: N/A Mobile No: 9909029004
Email-ID: Mukherjee@hocco.in
Address : K/34, Hariom Park, Behind Udgam School, Thaltej, Ahmedabad City, Bodakdev, Gujarat-380054
State: Gujarat District: Bhilwara
Pin Code: 380054 Photo Id Card: Aadhar Card
Photo Id No: 680836278119 Photo Id Expiry Date: N/A

Place / स्थान: FSSAI Mumbai

Designated Officer

Issued On / दिनांक: 30-05-2024 (Renewal License)

Note: Any change in above details shall be immediately communicated to authorities. You can apply for modification of license for updation of details without any cost through Food Safety Compliance System (<https://foscoc.fssai.gov.in>)

Condition of License

All Food Business operators shall ensure that the following conditions are complied with at all times during the course of its Food Business.

Food Business Operators Shall:

1. Display a true copy of the license granted in Form C shall at all time at a prominent place in the premises.
2. Give necessary access to licensing authorities or their authorized personnel to the premises.
3. Inform authorities about any change or modifications in activities.
4. Employ at least one technical person to supervise the production process. The person supervising the production process shall possess at least a degree in science with Chemistry/ Bio-chemistry/ Food and nutrition/ Microbiology or a degree or diploma in Food Technology/ Dairy Technology/ Dairy Microbiology/ Dairy chemistry/ Dairy engineering/ Oil technology/ Veterinary science/ Hotel management & Catering technology or any degree or diploma in any other discipline related to the specific requirement of the business from a recognized university or institute or equivalent.
5. Furnish periodic annual return 1st April to 31 st March, with in 31 st May of each year. For collection/ handling/manufacturing of milk and milk product half yearly return also to be furnished as specified.
6. Ensure that no product other than the product indicated in the license /registration is produced in the unit.
7. Maintain factory's sanitary and hygienic standards and workers hygiene as specified in the schedule-4 according to the category of food business.
8. Maintain daily records of production, raw materials utilization and sales separately.
9. Ensure that the source and standards of raw material used are of optimum quality.
10. Food business operator shall not manufacture , store or expose for sale or permit the sale of any article of food in any premises not effectively separated to the satisfaction of the licensing authority from any privy, urine, sullage ,drain or place of storage of foul and waste matter
11. Ensure clean-in-place system (whatever necessary) for regular cleaning of machine & equipment.
12. Ensure testing of relevant chemical and/or microbiological contaminants in food products in accordance with these regulation as frequency as required on the basis of historical data and risk assessment to ensure production and delivery of safe food through own or NABLaccredited/ FSSAI recognized labs atleast once in six month.
13. Ensure that as much as possible the required temperature shall be maintained throughout the supply chain from the place of procurement or sourcing till it reaches the end consumer including chilling, transportation, storage etc.
14. The Manufacturer/ Importer/ Distributer shall buy and sell food products only from, or to , licensed / registered vendors and maintain record thereof.

Other Condition

1. Proprietors of hotels, restaurants and other food stalls who sell or expose for sale savouries, sweets or other article of food shall put up a notice board containing separates lists of the articles which have been cooked in ghee, edible oil, vanaspati and other fats for the information of the intending purchasers.
2. Food business operator selling cooked or prepared food shall display a notice board containing the nature of articles being exposed for sale.
3. Every manufacture (including ghani operator) or wholesale dealer in butter ,ghee ,vanaspti ,edible oils, solvent extracted oil, de oiled meal, edible flour and any other fats shall minimum a register showing the quantity of manufactured, received or sold, nature of oil seed used and quantity of de oiled meal and edible flour used etc. as applicable and the destination of each consignment of the substances sent out from his factory or place of business, and shall present such register for inspection whenever required to do so by the licensing authority.
4. No producer or manufacturer or vegetable oil ,edible oil and their products shall be edible for license under this act ,unless he has own laboratory facility for analytical testing of samples
5. Every sale and movement of stocks of solvents- extracted oil , 'semi refined' or 'raw grade I' , edible groundnut flour or edible coconut flour ,or both by the producer shall be a sale or movement of stocks directly to a registered user and not to any other person ,and no such sale or movement shall be effected through any third party.
6. Every quantity of solvent-extracted oil ,edible groundnut flour or edible coconut flour ,or both purchased by a registered user shall be used by him in his own factory entirely for the purpose intended and shall not be re-sold or otherwise transferred to any other person :
Provided that nothing in this sub-clause shall apply to the sale or movement of the following:-
 1. Karanjia oil
 2. Kusum oil
 3. Mahua oil
 4. Neem oil
 5. Tamarind seed oil
 6. Edible groundnut flour bearing the I.S.I certification mark
 7. Edible coconut flour bearing the I.S.I certificate mark
7. No food business operator shall sell or distribute or offer for sale or dispatch or deliver to any person for purpose of sale any edible oil which is not packed, marked and labeled in the manner specified in the regulations unless specifically exempted from this condition vide notification in the official Gazette issued in the public interest by food safety commissioners in specific circumstances and for a specific period and for reason to be recorded in writing.