

content produced in various Indian languages, while enhancing the Indian OTT sector's international footprint.

■ **Disclosures and Disclaimers Made Mandatory for Health & Wellness Influencers**

The Ministry of Consumer Affairs, Food and Public Distribution has made it mandatory for health and fitness experts, celebrities, influencers, and virtual influencers, to ensure transparency and accuracy in their endorsements of health and wellness sector goods and services. According to the new directives, certified medical prac-

professionals and health & fitness experts possessing legitimate certifications from recognised institutions must explicitly disclose their professional qualifications when sharing information, endorsing products or services, or making any health-related claims. Furthermore, celebrities, influencers, and virtual influencers who hold themselves out as health experts or medical practitioners are now obligated to provide clear and unambiguous disclaimers. These disclaimers are crucial in preventing the audience from misconstruing their endorsements as substitutes for professional medical advice, diagnosis, or treatment.

INTERNATIONAL