

BPNI/2019/060

June 6, 2019

To,
Managing Director
37 Krishna Super Marche
C-2/12, Opp. Deep Market, Phase-2
North Delhi Ashok Vihar
Delhi

Sub:- Sub: Violation of Section 3(a) and 3(c) of the IMS Act-A cognizable offence.

India enacted a "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003" (IMS Act). An offence committed is cognizable. This law has been enacted to protect breastfeeding from promotion of harmful substitutes.

The Government of India notified "Breastfeeding Promotion Network of India (BPNI)" vide No G.S.R. 540 (E), dated the 27th June, 1994, to monitor the compliance with the above Act.

BPNI has noted that in your "promotional pamphlet", inserted and circulated in the newspaper on 5th May 2019 in Shalimar Bagh Delhi, contained and advertisement of the "NAN OPTIPRO" -Nestle Nan Imported Tin Pack Priced Rs. 699.

As per the definition under the section 2 of the IMS Act NAN OPTIPRO is a Infant Milk substitute.

As per the section 3 of the IMS Act, "No person shall....(a) Advertise , or take part in the publication of any advertisement, for the distribution, sale or supply of infant milk substitutes, feeding bottles or infant foods;... and (c) take part in the promotion of infant milk substitutes, feeding bottles or infant foods.";

Therefore this advertisement is a violation of the above section of the IMS Act.

We request yourself to withdraw any such promotion/advertisements and refrain in future in compliance with the IMS Act.

We seek your kind cooperation in the interest of health of India's infants.

A line response will be highly appreciated.

With regards,



Dr. Arun Gupta MD FIAP
Central Coordinator BPNI

Encl : aa

ON PURCHASE OF RS.3700 GET HIMALAYA CHYAVANAPRASHA FREE



37 PRICE
₹130
SLURRP FARM
BANANA CHOCO-CHIP.
CHOCOLATE
MRP : 149



37 PRICE
30% off
MAMYPOKO
PANTS



37 PRICE
₹135
QUAKER
OATS
MRP : 190



37 PRICE
₹50
SOLASZ PASTA
MRP : 140



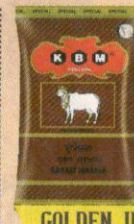
37 PRICE
₹139
REMIA
DRESSING CREAM



37 PRICE
20% off
GOLDEN
PRIZE TUNA



MIRAJ PARANTHA
AVAILABLE



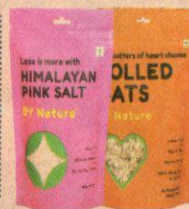
37 PRICE
25% off
KBM MASALA
GOLDEN JUBILEE 50 YRS.



37 PRICE
₹275
DOVE SILKY CREAM
350ml.



37 PRICE
₹75
NEXT-TO-DIET PUFFS - 200gm.
MRP : 80



37 PRICE
20% off
BY NATURE



37 PRICE
₹699
NESTLE
NAN IMPORTED
TIN PACK



37 PRICE
₹150
RYVITA
DARK RYE



37 PRICE
₹69
PRINGLES
MRP : 90



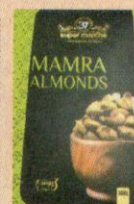
SILKEN TOFU FIRM



37 PRICE
₹15
CREMICA
BISCUITS
MRP : 25



37 PRICE
₹375
NESTLE
CHEERIOS



37 PRICE
₹1250
37 SPECIAL
MAMRA GIRI
500 gm.



37 BUY 4
GET 1 FREE
JIM JAM
BISCUIT
MRP : 80



37 BUY 4
GET 1 FREE
CREMICA
DIGESTIVE
BISCUIT
MRP : 80



37 PRICE
₹105
BRITANNIA
GOOD DAY BISCUIT
SUPER SAVE PACK
MRP : 130



NORTH DELHI

C-2/12, OPP. DEEP MARKET, PHASE-2

FREE HOME DELIVERY

011-45085037, 45084037

OTHER STORES ♡ PASCHIM VIHAR ♡ RAJOURI GARDEN ♡ PUNJABI BAGH ♡ DWARKA

For more offers and discounts, please visit

Terms & Conditions
Applied*

*Store is Free to Withdraw Scheme Anytime. *Scheme Only Till Stock ends. *Scheme is not valid on Home Delivery *Carry bag will be Charge
Scheme Product to be Given. *For these rates you have to purchase products worth min. 999/- others then these products * Scheme Not Valid on Pamp

OFFER VALID ONLY FOR
3RD MAY TO 7TH MAY 2019

Krishna Super Marche™

"where quality meets variety"

ON PURCHASE OF RS.3700 GET HIMALAYA CHYAVANAPRASHA FREE

 <p>PRICE ₹130</p> <p>RAMAS SHARBAT MUFFARAH MRP : 180</p>	 <p>PRICE ₹64</p> <p>COLD DRINK 2 Ltr MRP : 99</p>	 <p>PRICE ₹70</p> <p>SUPERMAN ENERGY DRINK</p>	 <p>PRICE ₹90</p> <p>RASNA INSTA 750gm. (All Flavour) MRP : 199</p>
 <p>PRICE ₹560</p> <p>COKE CAN 300ml. (24pcs) All Flavour MRP : 840</p>	 <p>PRICE ₹145</p> <p>NESTEA TEA + SIPPER FREE MRP : 165</p>	 <p>PRICE 20% off</p> <p>PAPER BOAT</p>	
<p>PRICE ₹75</p> <p>OCEAN FRUIT DRINK MRP : 99</p>	 <p>PRICE ₹90</p> <p>HARVEYS KINGS COFFEE</p>	 <p>PRICE ₹405</p> <p>REAL TETRA TRAY</p>	 <p>PRICE ₹360</p> <p>HIMALAYAN WATER - 1 Ltr MRP : 1200</p>
		 <p>PRICE ₹35</p> <p>OCEAN FRUIT DRINK MRP : 45</p>	 <p>PRICE ₹40</p> <p>BASIL SEED DRINK</p>
<p>PRICE 50% off</p> <p>STARBUCKS COFFEE MRP : 299</p>	 <p>PRICE 20% off</p> <p>MONIN SYRUP</p>	 <p>PRICE ₹99</p> <p>TANG 500 gm. (Without Scheme) MRP : 130</p>	 <p>PRICE 10% off</p> <p>GURU JI</p>
			 <p>PRICE ₹90</p> <p>JTASHANKAR ROSE SHARBAT MRP : 180</p>
 <p>PRICE 20% off</p> <p>MOGU - MOGU</p>	 <p>PRICE 25% off</p> <p>MAPRO SYRUP</p>	 <p>PRICE 15% off</p> <p>HITKARI SHARBAT</p>	 <p>PRICE ₹130</p> <p>SNAPPLE</p>
			 <p>PRICE ₹75</p> <p>REAL JUICE 1 Ltr. MRP : 99</p>