



**Breastfeeding
Promotion Network of India**

(Registered Under Societies Registration Act
XXI of 1860, Delhi R-No S-23144)
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BPNI/2020/IMS Act/016

May 20, 2020

**Shri Ajay Tirkey
Secretary
Ministry of Women & Child Development
Government of India
Shastri Bhawan, Delhi -110011**

Sub: Violation of Section 3 (c) and 4 (c) of the IMS Act by online shopping website www.amazon.in and bottle feeding manufacturing company Medela.

Respected Sir,

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. The IMS Act came into force on August 1993.

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

We draw your attention to the feeding bottles by the manufacturing company MEDELA being sold on discount at Amazon.in (www.amazon.in). Attached is the Screen shot giving the evidence.

Accessed today this is the link to the evidence: https://www.amazon.in/Medela-Feeding-Bottle-250-Breastmilk-Nipple/dp/B07HDSXGG8/ref=sr_1_4?dchild=1&fst=as%3Aoff&qid=1589963393&refinements=p_89%3AMedela&rnid=3837712031&s=baby&sr=1-4

On the Website, infant feeding bottles are being promoted to general public. The shopping portal is offering discounts on stated price on purchase of Infant feeding bottles, which is a violation of IMS Act (Section 3 and 4 of the IMS Act).

Section 3 (c) of IMS Act prohibits any promotion -, "No persons shall- "take part in the promotion of infant milk substitutes, feeding bottles or infant foods"

As per the Section 4 of the IMS Act, (c) No person shall- "offer inducement of any other kind, for the purpose of promoting the use or sale of infant milk substitutes or feeding bottles or infant foods."

We request you to kindly initiate action against the offending companies. Mailing address of these companies as available on web are given below:

1 Amazon India; No. 26/1, Brigade Gateway; 8th, 9th & 10th Floor; Dr Rajkumar Road; Malleswaram West; Bangalore – 560055

2 Medela India Private Limited; 602-603, JMD Megapolis; Sohna Road, Sector-48; Gurgaon – 122018 Haryana, India

With regards,

Yours Sincerely,

**Dr. JP Dadhich
National Coordinator, BPNI**

As a policy, BPNI does not accept funds of any kind from the companies manufacturing baby foods, feeding bottles etc. and from organization/industry having conflict of interest.