

Coverage Report

Of



NAPi



June 2021

Total no of Coverage			
Media	Total Edition - Covered / Total Reach	Advertising Value - INR	PR Value - INR
Print	26	21,53,200	86,12,800
Online	95	41,55,000	16,620,000
TOTAL	121	63,08,200	2,52,32,800

Print Coverage						
S.No.	Publication	Headline	Edition	National Coverage Count	Date	Ad Value
1.	Mayur Samvad	Scientific “Cut Offs” For Salt, Sugar And Fats In Processed Foods Is Mandatory If India Wants To Prevent The Looming NCD Crisis	New Delhi	01	07 th June 2021	75,600
2.	Rajasthan Patrika	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	All Edition	21	13 th June 2021	16,00,000
3.	Dainik Bhaskar	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Bhopal	01	13 th June 2021	1,44,000
4.	Millennium Post	FSSAI has new strategy to do away with WHO’s content diktat	New Delhi	01	15 th June 2021	1,50,000
5.	Veer Arjun	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	New Delhi	01	15 th June 2021	1,08,000
6.	Mayur Samvad	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	New Delhi	01	16 th June 2021	75,600
TOTAL						21,53,200

Online Coverage					
S.No.	Publication	Headline	Edition	Date	Ad Value
1.	The Economic Times	Scientific cut-offs & declaration of salt, sugar & fats in processed foods crucial: nutrition & advocacy groups	Online	05 th June 2021	3,75,000
2.	The New Indian Express	Scientific cut-offs for salt, sugar and fat mandatory in processed foods, stress nutrition experts	Online	05 th June 2021	50,000
3.	Facebook (The New Indian Express)	Scientific cut-offs for salt, sugar and fat mandatory in processed foods, stress nutrition experts	Online	05 th June 2021	60,000
4.	FM live	Scientific “Cut Offs” For Salt, Sugar And Fats In Processed Foods Is Mandatory If India Wants To Prevent The Looming NCD Crisis	Online	05 th June 2021	30,000
5.	APN News	Scientific “cut offs” for salt, sugar and fats in processed foods is mandatory if India wants to prevent the looming NCD crisis	Online	05 th June 2021	30,000
6.	Health Vision	Strong nutrient profile model to prevent the looming NCD crisis	Online	05 th June 2021	40,000
7.	News Patrolling	Scientific “cut offs” for salt, sugar and fats in processed foods is mandatory	Online	05 th June 2021	30,000
8.	The Greater India	Scientific cut-offs & declaration of salt, sugar & fat in processed meals essential: diet & advocacy teams	Online	05 th June 2021	30,000
9.	New India Life	Scientific cut-offs & declaration of salt, sugar & fats in processed foods crucial: nutrition & advocacy groups	Online	05 th June 2021	30,000
10.	Market Shockers	Scientific cut-offs & declaration of salt, sugar & fats in processed foods crucial: nutrition & advocacy groups	Online	05 th June 2021	30,000
11.	Business News This Week	Scientific “cut offs” for salt, sugar and fats in processed foods is mandatory if India wants to prevent the looming NCD crisis	Online	05 th June 2021	40,000
12.	Media Bulletins	Scientific “cut offs” for salt, sugar and fats in processed foods is mandatory if India wants to prevent the looming NCD crisis	Online	05 th June 2021	30,000

13.	Digital Media 9	Scientific “cut offs” for salt, sugar and fats in processed foods is mandatory if India wants to prevent the looming NCD crisis	Online	05 th June 2021	30,000
14.	Equity Wizards	Scientific cut-offs & declaration of salt, sugar & fats in processed foods crucial: nutrition & advocacy groups	Online	05 th June 2021	30,000
15.	IGN 24	Scientific cut-offs for salt, sugar and fats necessary in processed meals, stress diet specialists	Online	05 th June 2021	30,000
16.	Aajka Samachar	Scientific cut-offs & declaration of salt, sugar & fats in processed foods crucial: nutrition & advocacy groups	Online	05 th June 2021	30,000
17.	Pehal News	Scientific cut-offs & declaration of salt, sugar & fats in processed foods crucial: nutrition & advocacy groups	Online	05 th June 2021	30,000
18.	Nuf Foods Spectrum	Scientific cut-offs for salt, sugar & fats required to prevent NCD crisis: Experts	Online	05 th June 2021	30,000
19.	Shafaqna	Scientific cut-offs for salt, sugar and fat mandatory in processed foods, stress nutrition experts	Online	05 th June 2021	30,000
20.	Breaking News Today	Scientific cut-offs for salt, sugar and fat mandatory in processed foods, stress nutrition experts	Online	05 th June 2021	30,000
21.	News Analysis India	Scientific cut-offs for salt, sugar and fat mandatory in processed foods, stress nutrition experts	Online	05 th June 2021	30,000
22.	Daily Hunt	Scientific 'cut offs' for salt, sugar and fats in processed foods is mandatory	Online	05 th June 2021	40,000
23.	Sify	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	05 th June 2021	50,000
24.	Times Now News	Non Communicable Disease: 58 लाख भारतीय हर वर्ष तोड़ देते हैं दम, कोरोना महामारी के बीच बड़ा संकट	Online	05 th June 2021	60,000
25.	Chirauri	गैर संक्रामक बीमारियों को रोकने के लिए प्रसंस्कृत खाद्य पदार्थों में नमक, चीनी और वसा की वैज्ञानिक कटौती है जरूरी	Online	05 th June 2021	30,000
26.	Share Market Hindi News	प्रसंस्कृत खाद्य पदार्थों में वैज्ञानिक	Online	05 th June 2021	30,000

		क कट- ऑफ और नमक, चीनी और वसा की घोषणा महत्वपूर्ण: पोषण और वकालत समूह			
27.	Balaghat Express	58 लाख भारतीय हर वर्ष तोड़ देते हैं दम, कोरोना महामारी के बीच बड़ा संकट	Online	05 th June 2021	30,000
28.	UNI Varta	एनसीडी संकट को रोकने के लिए नमक, चीनी और वसा कम करने की जरूरत	Online	06 th June 2021	50,000
29.	Outlook Hindi	एनसीडी संकट को रोकने के लिए नमक, चीनी और वसा कम करने की जरूरत	Online	06 th June 2021	50,000
30.	Daily Hunt	एनसीडी संकट को रोकने के लिए नमक, चीनी और वसा कम करने की जरूरत	Online	06 th June 2021	40,000
31.	Live 7 TV	एनसीडी संकट को रोकने के लिए नमक, चीनी और वसा कम करने की जरूरत	Online	06 th June 2021	30,000
32.	Anawaran News	एनसीडी संकट को रोकने के लिए नमक, चीनी और वसा कम करने की जरूरत	Online	06 th June 2021	30,000
33.	RNI News	एनसीडी संकट को रोकने के लिए नमक, चीनी और वसा कम करने की जरूरत	Online	06 th June 2021	30,000
34.	BW Healthcare world	Scientific Cut-offs For Salt Sugar Fats In Processed Foods Is Mandatory To Reduce NCD Crisis	Online	07 th June 2021	30,000
35.	DT Next	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
36.	F n B News	BPNI, NAPi and EFI organise webinar to guide consumption of processed food in India	Online	07 th June 2021	30,000
37.	News 18	Indians May Need to Cut Salt-Sugar-Fat From Diet to Avoid Non-Communicable Diseases	Online	07 th June 2021	40 000
38.	Latestly	Mandatory Salt-Sugar-Fat 'Cut Offs' Important if India Seeks to Prevent Non- Communicable Disease Crisis	Online	07 th June 2021	30,000
39.	News Yahoo	Varalaxmi Sarathkumar Brings Together Regina Cassandra, Sundeep Kishan	Online	07 th June 2021	40 000

		and Others To Teach Netizens 'How Not To Wear a Mask' (Watch Video)			
40.	IANS News	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	60 000
41.	Bhaskar Live	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	40 000
42.	Can India	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
43.	Daiji World	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
44.	Mena FN	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
45.	Social News	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
46.	Morung Express	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
47.	IND Foru	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
48.	Nirog Street	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
49.	Alopan	Indians may need to cut salt sugar fat from diet to avoid non communicable diseases	Online	07 th June 2021	30,000
50.	The Shillong Times	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
51.	National Herald India	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
52.	Greater Kashmir	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
53.	New Kerala	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
54.	Web India 123	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
55.	Shafaqna	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
56.	India Tribune	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
57.	Andhravilas	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000

58.	Indus Prism	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
59.	Andhram	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
60.	Net India 123	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
61.	Healthy Dietips	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
62.	Digit Patrox	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
63.	Healthcare Radius	Warning labels and limits on food items must to prevent NCD crisis	Online	07 th June 2021	30,000
64.	News Break	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
65.	The Hawk	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
66.	News Gram	India Must Impose Strict Salt, Sugar, Fat 'Cut Offs' To Prevent NCD	Online	07 th June 2021	30,000
67.	1947	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	07 th June 2021	30,000
68.	Sach Kahoon	कोरोना ही नहीं एनसीडी से भी रहे सावधान	Online	07 th June 2021	30,000
69.	Tanveer Blog	भारत में गैर-संचारी रोगों की रोकथाम कैसे करें ?	Online	07 th June 2021	30,000
70.	Sentinel Assam	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	08 th June 2021	30,000
71.	Pairsonna Lites	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	08 th June 2021	30,000
72.	One News Page	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	08 th June 2021	30,000
73.	News R	Mandatory salt-sugar-fat 'cut offs' if India to prevent NCD crisis	Online	08 th June 2021	30,000
74.	APN News	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Online	14 th June 2021	30,000
75.	Health Vision	Packaged foods scientific community sounds alarm over its Dangers	Online	14 th June 2021	40,000

76.	Instant Khabar	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Online	14 th June 2021	30,000
77.	Passionate in Marketing	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Online	14 th June 2021	30,000
78.	Media Bulletins	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Online	14 th June 2021	30,000
79.	Business News This Week	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Online	14 th June 2021	40,000
80.	This Week India	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food	Online	14 th June 2021	40,000
81.	Ehealth	Scientific Think Tank NAPi Urges FSSAI to Take Immediate Steps over Dangerous Levels of Sugar, Salt and Fats in Packaged Food	Online	14 th June 2021	30,000
82.	Delhi News Wire	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Online	14 th June 2021	30,000
83.	Millennium Post	FSSAI has new strategy to do away with WHO's content diktat	Online	14 th June 2021	30,000
84.	India News Republic	The scientific community is alerting to dangerous levels of sugar, salt and fat in packaged foods	Online	14 th June 2021	30,000
85.	Konexio Network	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action	Online	14 th June 2021	30,000
86.	ET Health World	India needs policy interventions to reduce the consumption of ultra processed foods (UPF): Dr Arun Gupta	Online	15 th June 2021	3,75,000
87.	ET Health World	Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food	Online	15 th June 2021	3,75,000
88.	India News Republic	Dr. Arun Gupta, Health News, ET HealthWorld	Online	15 th June 2021	30,000

89.	Public News	<u>India needs policy interventions to reduce the consumption of ultra processed foods (UPF): Dr Arun Gupta - ET HealthWorld</u>	Online	15 th June 2021	30,000
90.	Food Tech Biz	<u>Experts raise alarm over sugar, salt & fat levels in packaged food</u>	Online	15 th June 2021	30,000
91.	Apeksha Sandesh	<u>Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food, urges FSSAI to take immediate action</u>	Online	15 th June 2021	30,000
92.	Public News	<u>Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food</u>	Online	15 th June 2021	30,000
93.	Zib News	<u>Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food</u>	Online	15 th June 2021	30,000
94.	Medicaloid	<u>Scientific community sounds alarm over dangerous levels of sugar, salt and fats in packaged food</u>	Online	15 th June 2021	30,000
95.	News Galaxy Media	<u>India needs policy interventions to reduce the consumption of ultra processed foods (UPF): Dr Arun Gupta</u>	Online	15 th June 2021	30,000
TOTAL					41,55,000