



**Breastfeeding
Promotion Network of India**
(Registered Under Societies Registration Act
XXI of 1860, Delhi R-No S-23144)
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BPNI/IMS Act/2021/025

October 28, 2021

**Shri. Rajesh Bhushan
Secretary
Ministry of Health and Family Welfare,
Government of India**

Subject: PharmEasy is promoting the sale of infant milk substitute by giving discount

Respected Sir,

India enacted the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003" (IMS Act), which came into force on August 1993. An offence committed under the law is cognizable.

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.

One of the concerned BPNI members from Maharashtra has shared this information with us that an online website called "PharmEasy" is promoting the sale of infant milk substitute by giving discount (on products from the mentioned companies 'Nan Pro-Nestle, Enfamil-Mead Johnson, Dexolac- Danone Nutricia, and Similac- Abbott.)

The Facebook page was accessed on Monday 18th October 2021, Time 17:36 through this link PharmEasy (Web URL: <https://www.facebook.com/pharmeasy>), Address provided on the website: 3WH5+ J62, Ghatkopar, Sindhu Wadi, Bhatkopar East, Mumbai, Maharashtra-400077 (evidence attached screen shot).

This is a clear violation of the Section 3 (c) and 4 (c) IMS Act:

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

As per the Section 4 (c) of the IMS Act, "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 of infant foods".

We request your office to kindly launch an investigation in this matter of violation of the IMS Act.

With regards,

Yours Sincerely,

**Dr. Arun Gupta
Central Coordinator, BPNI**

Encl: a/a.

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.