

Breastfeeding Promotion Network of India

(Registered Under Societies Registration Act XXI of 1860, Delhi R.No. S-23144) BP-33, Pitampura, Delhi-110 034 Tel: 011- 42683059, 9311213398 Email: bpni@bpni.org Website: www.bpni.org

August 2, 2023

BPNI/2023/IMS Act/036

To, Shri Indevar Pandey, Secretary, Ministry of Women & Child Development, Government of India, Shastri Bhawan, Delhi -110011

Sub: Violation of Section 4 (b) (c) of the IMS Act by Philips Avent Infant Feeding Bottle Manufacturer.

Respected Sir,

Greetings from Breastfeeding Promotion Network of India (BPNI)!

The Breastfeeding Promotion Network of India (BPNI) https://www.bpni.org/ is a 31 year old non-profit organization that works for protection, promotion and support of breastfeeding in India. BPNI works on policy analysis, skill training of health workers, and monitoring the compliance with the Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003 (IMS Act). India enacted the IMS Act, which came into force in August 1993. An offence committed under this 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 Act under clause (c) of the sub-section (1) of Section 21.

We would like to draw your attention to the promotion of Philips Avent NATURAL 2.0 BOTTLE 260ml Single SCF033/10 feeding bottle being sold on discount at Amazon.in (www.amazon.in). Attached is the Screen shot giving the evidence (Annexure 1)

On amazon.in website, infant feeding bottles are being promoted to general public through giving discounts, which is a violation of 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" and Section 4 (c) of the IMS Act says 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."

The company has also partnered with celebrity Neha Dhupia to conduct a social media event on 2 August 2023 and a gala event on 7th August 2023 with other celebrities' mothers like Bipasha Basu, Diya Mirza, Masoom Miniwala and Gauahar Khan. These celebrities are mothers of infants and it's prohibited in the IMS Act section 4 (b) to contact any pregnant woman and mother of infant to promote infant milk substitutes, infant food and feeding bottles. The news article (Annexure 2) mentioning the event has a quote from a company higher official saying "Through this initiative, we aim to destigmatize conversations around baby feeding, empowering more mothers to #BreastfeedTheirWay with Philips Avent." which is clear promotion of their brand.

We kindly request you to initiate immediate action against the offending company.

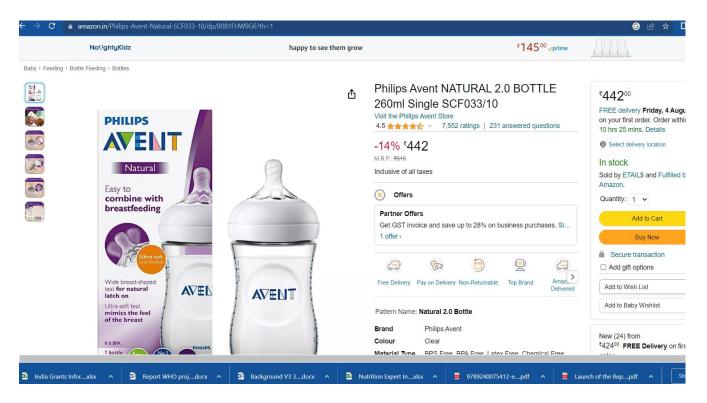
With regards,

Yours Sincerely,

Nupur Bidla

National Coordinator, BPNI

Annexure 1



https://www.amazon.in/Philips-Avent-Natural-SCF033-10/dp/B081FHW9G6?th=1

(Accessed on 2 August 2023 at 13:35 pm)

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HOME ADVERTISING MARKETING PR & CORP COMM - MEDIA - PEOPLE MOVEN

Philips Avent collaborates with Neha Dhupia for World Breastfeeding Week 2023

As part of collaboration, Freedom to Feed led by Neha Dhupia, will host conversations with celebrities and new moms like Bipasha Basu, Gauahar Khan and Dia Mirza







https://www.exchange4media.com/marketing-news/philips-avent-collaborates-with-neha-dhupia-for-world-breastfeeding-week-2023-128888.html