



putting child nutrition  
at the forefront  
of social change

**Breastfeeding  
Promotion Network of India**  
(Registered Under Societies Registration  
Act XXI of 1860, Delhi R.No. S-23144)  
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BPNI/2023/IMS Act/036

August 2, 2023

To,  
Shri Indevvar 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](http://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 7<sup>th</sup> 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


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 conflicts of interest.

## Annexure 1

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

NightyKidd happy to see them grow ₹145<sup>00</sup> prime

Baby > Feeding > Bottle Feeding > Bottles



**Philips Avent NATURAL 2.0 BOTTLE**  
260ml Single SCF033/10

Visit the Philips Avent Store  
4.5 ★★★★★ 7,552 ratings | 231 answered questions

**-14% ₹442**  
M.R.P.: ₹515  
Inclusive of all taxes

**Offers**

**Partner Offers**  
Get GST invoice and save up to 28% on business purchases. [See all 1 offer >](#)

Free Delivery Pay on Delivery Non-Returnable Top Brand Amazon Delivered

Pattern Name: **Natural 2.0 Bottle**

**Brand** Philips Avent  
**Colour** Clear  
**Material Type** BPS Free, BPA Free, Latex Free, Chemical Free

**₹442<sup>00</sup>**  
**FREE delivery Friday, 4 Aug** on your first order. Order within 10 hrs 25 mins. [Details](#)

Select delivery location

**In stock**  
Sold by ETAIL\$ and Fulfilled by Amazon.

Quantity: 1

**Add to Cart**  
**Buy Now**

Secure transaction  
☐ Add gift options

[Add to Wish List](#)  
[Add to Baby Wishlist](#)

New (24) from ₹424<sup>00</sup> **FREE Delivery** on first order

India Grants Infor....xlsx Report WHO proj....docx Background V3 3....docx Nutrition Expert In....xlsx 9789240075412-e....pdf Launch of the Rep....pdf

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

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

## Annexure 2



HOME ADVERTISING MARKETING PR & CORP COMM MEDIA PEOPLE MOVEMENT

# 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, Gauhar Khan and Dia Mirza

by exchange4media Staff  
Published: Aug 1, 2023 4:49 PM | 2 MIN READ



**PHILIPS AVENT**

**BREASTFEEDING WEEK 2023**  
1<sup>ST</sup> - 7<sup>TH</sup> AUGUST

**EMBRACING MOTHERHOOD  
AND DEALING WITH MOMMY GUILT**

**Bipasha Basu**  
Actor

**Neha Dhupia**  
Actor & Mother of 2

**FREEDOM TO FEED GOES LIVE!**  
**TODAY | 4 PM**

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