



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. 5-23144)

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BPNI/2023/IMS Act/035

August 2, 2023

To,  
Shri. Sudhansh Pant,  
Secretary,  
Ministry of Health and Family Welfare,  
Government of India,  
Nirman. Bhavan,  
Delhi -110011

**Sub: Violation of Section 3 (c) and 4 (b) (c) of the IMS Act by Philips Avent Infant Feeding Bottle Manufacturer.**

Respected Sir,

Greetings from Breastfeeding Promotion Network of India (BPNI)!

I am delighted to extend my warmest congratulations to you on your new role as the Secretary (H&FW).

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

The screenshot displays the Amazon India product page for the Philips Avent Natural 2.0 Bottle. The product is a 260ml single bottle (SCF033/10) with a 4.5-star rating from 7,552 reviews. The current price is ₹442, which is a 14% discount from the M.R.P. of ₹645. The product is in stock and is sold by ETAILS and fulfilled by Amazon. The page includes a 'Partner Offers' section with a GST invoice offer and a 'Secure transaction' section with options to add gift options, wish list, and baby wish list. The browser's taskbar at the bottom shows several open files, including 'India Grants Infor...', 'Report WHO proj...', 'Background V3 3...', 'Nutrition Expert In...', '9789240075412-e...', and 'Launch of the Rep...pdf'.

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

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

Baby › Feeding › Bottle Feeding › Bottles

**PHILIPS AVENT**  
Natural

Easy to combine with breastfeeding

Ultra soft and flexible

Wide breast-shaped teat for natural latch on

Ultra-soft teat mimics the feel of the breast

0% BPA

1 bottle

**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.: ₹645

Inclusive of all taxes

**Offers**

**Partner Offers**  
Get GST invoice and save up to 28% on business purchases. See 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 ETAILS 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)



# 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



The banner features a purple background with a floral pattern. At the top left is the Philips Avent logo. In the center, it says 'BREASTFEEDING WEEK 2023 1<sup>ST</sup> - 7<sup>TH</sup> AUGUST'. Below this, the main headline reads 'EMBRACING MOTHERHOOD AND DEALING WITH MOMMY GUILT'. Two circular portraits are shown: Bipasha Basu (Actor) on the left and Neha Dhupia (Actor & Mother of 2) on the right. At the bottom, it says 'FREEDOM TO FEED GOES LIVE!' and 'TODAY | 4 PM'. A small 'FREEDOM TO FEED' logo is in the top right corner of the banner.

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