



**Breastfeeding  
Promotion Network of India**

(Registered Under Societies Registration Act  
XXI of 1860, Delhi R-No S-23144)

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**BPNI/2024/IMS Act/039**

**March 1, 2024**

To,  
**Shri. Apurv Chandra,**  
Secretary,  
Ministry of Health and Family Welfare,  
Government of India,  
Nirman. Bhavan,  
Delhi -110011

**Sub: Violation of Section 3 (c) of the IMS Act by Happa Foods.**

Respected Sir,

Greetings from Breastfeeding Promotion Network of India (BPNI)!

The Breastfeeding Promotion Network of India (BPNI) <https://www.bpni.org/> is a 32-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 **Happa Super Puffs, a snack designed for kids 8 months onwards**(<https://bit.ly/3TfKQsm>). Attached are the Screen shots giving the evidence (Annexure1)

**On social media platform Instagram, the above-mentioned products are being promoted to public for 8+ months infants**, which is a violation of Section 3 (c) of IMS Act that prohibits any promotion - "*No persons shall- "take part in the promotion of infant milk substitutes, feeding bottles or infant foods"*".

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

With regards,

Yours Sincerely,

**Nupur Bidla**  
National Coordinator, BPNI

**Cc: Shri Indevar Pandey, Secretary, MoWCD, GOI.**

**Enclosed;-Statement of Objects and Reasons (IMS Act)**