



**Breastfeeding  
Promotion Network of India**  
Registered Under Societies Registration Act  
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**BPNI/IMS Act/2025/46**

**September 17, 2025**

**To,  
Shri Anil Malik  
The Secretary  
Ministry of Women and Child Development  
Government of India,  
Shastri Bhawan, New Delhi**

**Subject:** Complaint regarding violation of the IMS Act by Reckitt Benckiser (India).

Respected Sir,

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.

I wish to bring to your urgent attention a serious violation of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992, as amended in 2003 (IMS Act) by Reckitt Benckiser (India) which manufactures Enfamil infant formula.

On 15–16 September 2025, Reckitt organized and sponsored the *Maternal and Child Health Tech Accelerator* event in Delhi for health professionals. This constitutes an alleged violation of Sections 9 (2) of the IMS Act, which prohibit companies manufacturing or marketing infant milk substitutes, feeding bottles, or infant foods from sponsoring health professional meetings/events. This project's background document carries a picture of a mother with a young child along with a field worker with an educational material box having Reckitt's Logo, contacting mothers directly is an alleged violation of Section 10 (2) which prohibits any employee of the company to perform any function which relates to educating a pregnant woman or mother of an infant on pre- natal or postnatal care of the infant.

We are enclosing the agenda (Annex 1), brochure (Annex 2) and pictures (Annex 3) of the event as evidence.

We request the Ministry to please investigate the matter and take appropriate action under the IMS Act.

We request a line of response in this matter.

Sincerely,

**Dr. Nupur Bidla  
Central Coordinator, BPNI**

**Cc:**

- **The Secretary, Ministry of Health and Family Welfare Government of India**
- **The National President, Indian Academy of Pediatrics (IAP)**
- **The President, National Neonatology Forum (NNF)**

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.