



**Breastfeeding
Promotion Network of India**
(Registered Under Societies Registration Act
XXI of 1860, Delhi R-No S-23144)
BP-33, Pitampura, Delhi-110034
Tel: +91-11-42683059
Email: bpni@bpni.org
Website: www.bpni.org

BPNI/IMS Act/2026/47

August 6, 2026

To,
Inspector Rajiv Bhadu
The Station House Officer (SHO)
Pali Road, Bhagat Ki Kothi Extension Scheme,
Heavy Industrial Area Phase II,
Jodhpur, Rajasthan, 342001

Via email: ps.bhagatkikothi.west.jodhpur@rajpolice.gov.in

Subject: Complaint regarding alleged violations of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 (as amended in 2003) by FDC Limited (NSM FDC – Nutricia Division)

Respected Sir,

Greetings from BPNI!

The Breastfeeding Promotion Network of India (BPNI) is a non-profit organization with over 34 years of experience dedicated to the protection, promotion, and support of breastfeeding in India. BPNI undertakes policy analysis, builds the capacity of healthcare workers, and monitors compliance with the provisions of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992, as amended in 2003 (IMS Act).

The IMS Act came into force in August 1993, and offences under the Act are cognizable. The Government of India, through Notification No. G.S.R. 540(E) dated 27 June 1994, notified the Breastfeeding Promotion Network of India (BPNI) under Section 21(1)(c) of the IMS Act to monitor compliance with its provisions. A copy of the notification is enclosed as Annexure-1.

We wish to bring to your attention certain activities observed at Dr. Anurag Singh Clinic, located at A-3, Saraswati Nagar, Near Saroj Hospital, Basni-I, Jodhpur, Rajasthan, on **dated 3 August 2026** which appear to constitute violations of the IMS Act.

It has been observed that representatives of NSM FDC – Nutricia Division distributed promotional materials containing health claims for infant milk substitutes and provided samples of an infant milk substitute, MumMum Infant Formula, to healthcare providers at Dr. Anurag Singh Clinic. The distribution of promotional materials and product samples through the healthcare system appears to have been intended to promote the sale and use of infant milk substitutes, in contravention of the provisions of the IMS Act.

Video evidence documenting the distribution of infant milk substitute samples to healthcare providers is enclosed as Annexure-2.

The Corporate Head Office of the company is: FDC Limited, B-30, CEAT Centro, RPG House, Dr. Annie Besant Road, Worli, Mumbai – 400030, Maharashtra

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.

The above activities appear to be in contravention of the provisions of the IMS Act, including the following:

1. Section 3(c) provides that:

"No person shall take part in the promotion of infant milk substitutes, feeding bottles or infant foods."

2. Section 8(1) provides that:

"No person shall use any health care system for the display of placards or posters relating to, or for the distribution of materials for the purpose of promoting the use or sale of infant milk substitutes, feeding bottles or infant foods."

The distribution of samples of infant milk substitutes to healthcare providers through the healthcare system also constitutes promotional activity prohibited under the IMS Act and undermines the objectives of protecting, promoting, and supporting breastfeeding.

Also for your information, Section 20 Penalty of IMS Act says (1) Any person who contravenes the provisions of section 3, 4, 5, 7, 8, 9, 10 or sub-section (2) of 1[section 11 and the rules made under section 26 of the Act] shall be punishable with imprisonment for a term which may extend to three years, or with fine which may extend to five thousand rupees, or with both and Section 23. Offences to be cognizable and bailable.—Notwithstanding anything contained in the Code of Criminal Procedure, 1973 (2 of 1974), an offence punishable under this Act shall be— (a) bailable; (b) cognizable.

Further, Section 23 of the IMS Act provides that offences under the Act are cognizable and bailable.

In view of the foregoing, we respectfully request your good office to:

1. Take cognizance of the matter under the provisions of the IMS Act.
2. Conduct a thorough investigation into the activities of FDC Limited (NSM FDC – Nutricia Division) and its representatives.
3. Inform BPNI of the action taken in this matter.

Kindly acknowledge receipt of this complaint and inform us of any action taken.

Thanking You,

Yours Sincerely,



Dr. Nupur Bidla
Central Coordinator, BPNI

Cc:

- Commissioner of Police, Jodhpur, Rajasthan
- Commissioner of Food Safety & Drug Control, Jodhpur, Rajasthan