

Amitabh Bachchan Faces Flak For Endorsing Horlicks



The Quint

@TheQuint · 9 minutes ago

Claiming that campaign was misleading and undermines optimal nutrition, the experts urged the actor to call off association with Horlicks.

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Amitabh Bachchan  @SrBachchan · May 30

 1.3K  12K 

T 2823 -

I am taking the 1st step by joining the biggest movement to fight malnutrition [@MissionPoshan](#), [@Network18Group](#) and [@Horlicks_india](#) to support India's Rashtriya Poshan Abhiyaan [@MissionPoshan](#) [@narendramodi](#) [@Manekagandhibjp](#) [@NITIAayog](#) [@amitabhk87](#) [@PoshanAbhiyaan](#).



Dr Aseem Malhotra
@DrAseemMalhotra · 3h

 27  53 

Dear [@SrBachchan](#) - this is truly appalling. After sacking the person who advised you to do this please dissociate yourself from Horlicks. Excess sugar consumption is causing considerable harm to India's children. [@shekharkapur](#) [@Anjalihooda](#) [@thesakshisalve](#) [@PiyushGoyal](#) [#obesity](#)

Anoo Bhuyan  @AnooBhu

.@SrBachchan is endorsing Horlicks, to apparently help #Udernutrition in India. Eminent public health experts telling him to read up the science of obesity and diabetes first. Featuring [@DrAseemMalhotra](#) [@DesirajuKeshav](#) [@Moveribfan](#) etc...



osamaummer
@osamaummer · Jun 4

↻ 7 14 ▾

Replying to @SrBachchan @MissionPoshan and 7 others

Horlicks a high sugar product is harmful 4 children as it may contribute 2 childhood obesity. I believe this campaign is misleading & undermines optimal nutrition. Big food companies known 4 marketing tactics. Fear this influence people 2 buy product & displace real family foods.



Abhishek Singh
@abhisheksinghDP · 13h

↻ 1 4 ▾

Hello @SrBachchan Horlicks is a high sugar product, as 100gm of Horlicks Delight, contains 78gm of carbohydrates of which 32gm is sucrose sugar. @WHO recommends less-than 5% sugar intake. Further it is also misleading by using #POSHANAbhiyaan campaign. @bpniindia @MinistryWCD



Anoo Bhuyan
@AnooBhu · 13h

↻ 27 44 ▾

.@SrBachchan is endorsing Horlicks, to apparently help #Undernutrition in India. Eminent public health experts telling him to read up the science of obesity and diabetes first. Featuring @DrAseemMalhotra @DesirajuKeshav @Moveribfan etc Read @thewire_in

Amitabh Bachchan's Partnership With Horlicks Has Public Health Experts...
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thewire.in



Shashikant Iyengar
@shashiiyengar · 47m

↻ 1 1 ▾

Cheap sugary junks get endorsed by big names due to sheer lack of knowledge.

Amitabh Bachchan's Partnership With Horlicks Has Public Health Experts Alarmed thewire.in/health/ Amitabh... via @thewire_in

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In 2014, Bachchan had renounced his association with Pepsi. Health campaigners...
thewire.in



Siddharth
@svaradarajan · 2h

13 17

.@SrBachchan's partnership with #Horlicks has public health experts alarmed thewire.in/health/amitabh... via @thewire_in

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