



The Senior Bachchan tweeted thrice about the campaign.

Health News

Big B's Endorsement of A Brand Draws Ire of Think Tank, Experts

By FIT

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On 31 May, actor Amitabh Bachchan tweeted extending his support for a brand that is sold as a nutrition drink for children and their new campaign 'Mission Poshan' against fighting malnutrition in India.





The Senior Bachchan tweeted thrice about the campaign for the brand that also supports the government's recent National Nutrition Mission. This scheme aims to target undernutrition in the country.

The name of this campaign is also similar to the Indian government's 'Poshan Abhiyaan'. This could perhaps also explain why the health experts who have disagreed with Big B also include former government employees like Keshav Desiraju (former union health secretary).



Desiraju is also the chairman of the think tank Nutrition Advocacy in Public Interest (NAPi) which wrote [an open letter](#) to Bachchan questioning his endorsement.

The letter points out that the supplement not only has a very high sugar content, but also comes with an expensive price tag.

“ Horlicks is a high sugar product, as 100 gram of a popularly advertised pack of Horlicks Delight, contains 78 gram of carbohydrates of which 32 grams is sucrose sugar. This is harmful for children as it may contribute to childhood obesity and non communicable disease in later life.

- NAPi's Open Letter

The price would put unnecessary pressure on middle and low income groups who might be influenced to buy the product because of Bachchan's name attached to it, points out NAPI

“ You may be aware that undernutrition mostly creeps into the resource poor households. We fear that this campaign will influence families and children from these families to buy Horlicks assuming it is a good nutritious product as you are behind it. Horlicks is expensive, may displace real family foods.

- NAPI's Open Letter

Bachchan had earlier withdrawn his support from a Pepsi endorsement in 2014 because of its detrimental effects on the health of children, asserts the letter. Using the same as an example, it urges Bachchan to renounce the this campaign as well.

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