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New Delhi, Jun 5 (PTI) A group of public health experts have urged superstar Amitabh Bachchan to dissociate himself from promoting Horlicks, a multinational brand that has extended support to the Centre's recently launched National Nutrition Mission aimed at addressing the issue of undernutrition in the country.

The experts under the banner of the Nutrition Advocacy in Public Interest - India (NAPI) in a letter to the actor said, "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," the experts said.

They said the WHO recommends a reduced daily intake of free sugars throughout the life course to less than 10 per cent of total energy intake.

Furthermore, in the interest of good health WHO suggests intake of free sugars to below 5 per cent of total energy intake, the letter stated.

The letter mentioned that in 2016, the World Health Assembly (WHA) adopted a Resolution 69.9 that recommends ending inappropriate promotion of foods for children from ages 636 months based on WHO and FAO dietary guidelines.

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