

NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

July 02, 2018

CHAIR

Sh. Keshav Desiraju
Former Secretary, Health, GOI

Mr. Amitabh Bachchan,
Jalsa, B/2, Kapol Housing Society,
V.L. Mehta Road, Juhu,
Mumbai 400049

Dear Mr. Bachchan,

MEMBERS

Prof. HPS Sachdev
Senior Pediatrician &
Epidemiologist

We appreciate your position of not promoting brand Horlicks.

Dr. Vandana Prasad
Community Pediatrician
Mobile: 9891552425

Nutrition Advocacy in Public Interest (NAPi) works on nutrition action in public interest and therefore recommends both to the governments and private sector and their CSR initiatives to refrain from opting for a "product-based solution" to curb malnutrition in the country.

Dr. Arun Gupta
Child Health & Nutrition
Advocate
Mobile: 9899676306

We welcome the response of Mr. Rajiv Kumar, Vice Chairman, Niti Aayog that assured us that NITI Aayog will never promote any brand ...and committed to optimizing the use of natural resources and methods for improving nutritional levels.

Prof. KP Kushwaha
Pediatrician & Former
Principal, BRD Medical
College Gorakhpur

Any campaign that envisions to curb or eliminate malnutrition shouldn't partner with any food and nutrition companies/industry with the similar logic. We are happy to note your offer to support the cause pro bono but would like that you be vigilant of such subtle linkages to nutrition products like Horlicks, and many others high sugar products such as Complan, Boost, PediaSure, Bournvita, Power Vita, OjasVita, Protein X and similar. These are mostly high sugar products.

Prof. Umesh Kapil
Professor, Public Health
Nutrition, AIIMS

With regards,

NAPi.

Dr Prasanta Tripathy
Ekjut Jharkhand. Member

Sh. Keshav Desiraju

HPSachdev
Prof. HPS Sachdev

Umesh Kapil
Prof. Umesh Kapil

Ms. Nupur Bidla

Ms. Nupur Bidla

Dr. Arun Gupta
Kamal Prasad Kushwaha
Prof. KP Kushwaha

J.P. Dadhich
Dr. J.P. Dadhich

Dr. J.P. Dadhich

Vandana Prasad
Dr. Vandana Prasad
Prasanta Tripathy
Dr Prasanta Tripathy

Dr Prasanta Tripathy

Shoba Suri
Dr. Shoba Suri

Dr. Shoba Suri

ADDRESS

NAPi
BP-33, PITAMPURA,
DELHI-110034

napiindia.in@gmail.com
www.napiindia.in

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Annexure :

Sugar Content of Top Malt/Health Drinks per 100 grams

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1) PediaSure

Carbohydrates 62.74 grams
of which sugar is 23.77 grams

2)Complan

Carbohydrates 62 grams
of which sugar is 24 grams

3)Protein X

Carbohydrates 55 grams
of which sugar is 32 grams

4)Bourn vita

Carbohydrates 85.2 grams
of which sugar is 32 grams

5)Patanjali Power Vita

Carbohydrates 87.07 grams
of which sugar is 72.66 grams

6)Boost

Carbohydrates 83 grams
of which sugar is 26.5 grams

7)Shri Ojas Vita

Sugar 41.9 grams