

# NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

January 11, 2022

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

**Sub: Reminder to end endorsement of Britannia Milk Bikis.**

Dear Sh. Bachchan,

This is further to our earlier letter of 28th December 2022, regarding the endorsement of the Britannia Milk Bikis

We write again, since we did not hear from you. This time we would like to share with you important information that might help you to make decisions in the future that might not impact other people's health rights.

NAPI, sincerely requests you to refuse this as well as any future endorsements of unhealthy food products, which can be labelled as 'ultra-processed food products' or HIGH fat/sugar and salt foods. (HFSS)

You will find attached a recent article from [time.com](https://www.time.com), which gives enough information on why ultra- processed food products (UPFs) are harmful to human health. We also attach a recent definition of HFSS created by the FSSAI, Government of India in a draft regulation. Simply it means any food product containing more than 10% of sugar or saturated fat is HFSS.

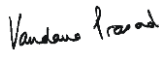
Your kind attention is drawn to these for future reference. You can make a conscious decision whether to endorse a food product or not, which might be harmful to human health.


We request for your kind attention to this important issue.

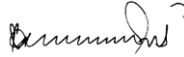
Thank you!

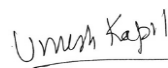
Yours Sincerely,

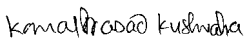
Members of the Nutrition Advocacy in Public Interest (NAPi)


  
Dr. Vandana Prasad,  
Community  
Pediatrician,  
PHRN, and Jan  
Swasthya Abhiyan


  
Prof. HPS Sachdev  
Senior Pediatrician &  
Epidemiologist

  
Dr. Arun Gupta  
Child Health &  
Nutrition Advocate

  
Prof. Umesh Kapil  
Secretary,  
National Academy of  
Medical Sciences (India)

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

  
Dr. Prasanta Tripathy  
Co Founder Ekjut

  
Dr. J.P. Dadhich  
Child Health &  
Nutrition Advocate

  
Nupur Bidla  
PhD Scholar (Social Worker)

**Encl: aa**

## CONVENER

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

## MEMBERS

Prof. HPS Sachdev  
Senior Pediatrician &  
Epidemiologist

Dr. Vandana Prasad  
Community Pediatrician

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

Dr Prasanta Tripathy  
Co Founder Ekjut

Prof. Umesh Kapil  
Secretary,  
National Academy of Medical  
Sciences (India)

Dr. J.P. Dadhich  
Child Health & Nutrition  
Advocate

Ms. Nupur Bidla  
Social Worker

## ADDRESS

NAPi  
BP-33, PITAMPURA,  
DELHI-110034  
CONTACT NO- 42683059

[napiindia.in@gmail.com](mailto:napiindia.in@gmail.com)  
[www.napiindia.in](http://www.napiindia.in)