

# NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

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May 29, 2023

To,

**Ms. Nidhi Khare**  
**Additional Secretary (Consumer Affairs),**  
**Department of Consumer Affairs,**  
**Ministry of Consumer Affairs, Food & Public Distribution**  
**Government of India.**

**Subject:** Follow up on the complaint against "Real Juice" by Dabur India Ltd featuring celebrity Ms. Kareena Kapoor (12 August 2022)

Respected Madam,

I am writing to you in follow up of my complaint sent on 12 August 2022 via email and later via post, against the misleading advertisement of "Real Fruit Power" - Mixed Fruit Juice by the company Dabur India Ltd. and endorsed by celebrity Ms. Kareena Kapoor Khan.

I request you to kindly inform us of the action taken in this matter. If no action has been taken, please inform about the expected time to take due action.

Looking forward to a line of response from you.

Thank you!

Regards,



**Dr. Arun Gupta**  
**Convenor, NAPi**