

NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

5th June 2023

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
Professor, Dept of
Epidemiology,
Biostatistics And Clinical
Research, I LBS

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
www.napiindia.in

To

Shri G. Kamala Vardhana Rao,
Chief Executive Officer,
Food Safety Standards Authority of India (FSSAI),
Government of India,
03rd & 04th Floor, FDA Bhawan,
Kotla Road near Bal Bhawan,
New Delhi – 110002

Via Email: ceo@fssai.gov.in

Sub: Complaint of Misleading advertisement of “Parle G Royale” Biscuits by the company Parle Products Pvt. Ltd. Parle Products Pvt. Ltd. V.S. Khandekar Marg, Vile Parle East Mumbai - 400057, Maharashtra in the Sunday Times of India Dated 4th June 2023.

Dear Sir,

1. I am a pediatrician, working as a convener of a national think tank Nutrition Advocacy in Public Interest-India (NAPi) consisting of independent experts in epidemiology, human nutrition, community nutrition and pediatrics, medical education, administration and management; having decades of experience in respective fields; have come together to advocate on nutrition policy in public interest.

2. I wish to draw your attention to an advertisement of the “Parle G Royale” biscuits, (Annex-1) in the Sunday Times which has a reach to millions of people across India with an estimated readership of over 1.73 crore.

3. According to the FSS Act 2006, provides restrictions of advertisements, “No advertisement shall be made of any food which is misleading or deceiving or contravenes the provisions of this Act,..” The Consumer Protection Act - 2019 (CPA) section 2 (28) defines “misleading advertisement” in relation to any product or service, to mean an advertisement that deliberately conceals important information. For the pre-packaged foods, ‘important information’ would be its nutrient content, e.g. If an advertisement of sweet food product does not disclose its total sugar content, it should be called ‘misleading’.

4. The advertisement of such food products is bound to negatively impact the health and life of millions, causing harm to the health of consumers as a class. Scientific evidence is established that increasing consumption of such food products being ultra- processed in nature, high in sugars, salt or fats has direct association with being overweight, type-2 diabetes, high blood pressure, and several other non-communicable diseases including cancers and heart disease.

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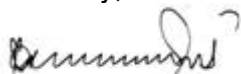
5. I would request FSSAI to take immediate action as a prima facie case of violation of this law exists in this advertisement. Delay would mean affecting the health interest of millions.

FSSAI may

- To declare if the advertisement is misleading or not
- Immediately put a stop to the advertisement for the future till decisions are taken

Looking forward to your response,

Sincerely,



Dr. Arun Gupta MD (Ped) FIAP
Convener, Nutrition Advocacy for Public Interest (NAP*i*)
Former Member, PM's Council on India's Nutrition Challenges
Mobile 9899676306
Email Id- arun.ibfan@gmail.com