

NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

December 5, 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
Former professor,
Department of
Gastroenterology & Human
Nutrition AIIMS New Delhi

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

Ms. Nupur Bidla
Social Worker

Ms. Reema Dutta
Public Health and Nutrition
professional

ADDRESS

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

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

To,
The Secretary,
Department of Consumer Affairs
Ministry of Consumer Affairs, Food & Public Distribution
Government of India
Krishi Bhawan
New Delhi – 110001

Via Email: secy-ca@nic.in

Subject: Request for Review and Action on Misleading Advertisement for Renochlor Tablets

Dear Madam/Sir,

We write as Nutrition Advocacy in Public Interest (NAPi), a national think tank on nutrition –consisting of independent experts in epidemiology, human nutrition, community nutrition and paediatrics, medical education, administration and management, and having decades of experience in respective fields. Our goal is to advocate on nutrition policy in public interest.

This is to bring to your attention to express our concern over a full-page advertisement on page 5 for Renochlor tablets published in the Times of India, Delhi Edition on November 29, 2023 (Annex 1). The advertisement makes several claims about the product's efficacy in managing Chronic Kidney Disease (CKD), which we believe are misleading and potentially in violation of the Food Safety and Standards Act regulations.

The advertisement describes Renochlor tablets as the "World's first health supplement for Kidney" and claims that it can delay the progression of Chronic Kidney Disease (CKD). These are based on flawed research studies with no control group. It also states that the product shows significant improvement in biochemical parameters within 30 days, including the reduction of Serum Creatinine, Serum Urea & BUN, Albumin Creatinine Ratio, TGF-B1, and the improvement of eGFR and Quality of life, while maintaining Serum Electrolytes.

These claims seem to suggest that the product has therapeutic properties and could be misconstrued as a drug, which is concerning. According to the Direction under section 16(5) of the Food Safety and Standards Act, 2006 regarding operationalization of FSS (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose and Prebiotic and Probiotic Food) Regulations, 2022. [FSS (Nutra) Regulations, 2022], dated March 29, 2022, Section 5 (13) a, "The products falling under these regulations by means of labelling, presentation and advertisement shall not claim to treat, cure, mitigate or prevent any specific disease, disorder or condition or refer to such properties, unless specifically permitted by Food Authority." And the Food Safety and Standards (Advertising and claims) Regulations, 2018, Section 10 (1), "no claims shall be made which refer to

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the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease, disorder or particular physiological condition unless specifically permitted under any other regulations made under Food Safety and Standards Act, 2006 (34 of 2006).”

Given the potential for consumer confusion, disbelief with regard to the misleading advertisement and the importance of upholding the integrity of health-related advertising, we request that the “Department of Consumer Affairs” review the advertisement in question and take appropriate action.

Through the WhatsApp National Consumer Helpline of Department of Consumer Affairs, we have also filed a complaint about this product, referencing grievance number 5215767.

We appreciate your attention to this matter and trust that the department will take the necessary steps to ensure compliance with the regulations to protect the consumer interest.

Thank you for your time and consideration.

Sincerely,



**Ms. Nupur Bidla,
Member, NAPi**



Ruturaj Gaikwad's maiden T20I hundred goes in vain as Australia wins the third match by 5 wickets thanks to Glenn Maxwell's 104 off 48 balls. India leads the series 2-1, P 25

CIA director William J Burns holds undisclosed talks in Qatar with Israel's Mossad chief & Qatar's PM to facilitate an extensive deal between Israel and Hamas, media reports, P 24

Marianna Budanova, the wife of Ukraine's military intel chief, has been poisoned and is recovering, say Ukrainian officials — an episode that has led to speculation that Russia is trying to target Ukraine's senior leadership, P 24

A Pakistani special court mandates an open trial for jailed ex-PM Imran Khan on the Adiala jail premises in the garrison city of Rawalpindi, with the govt submitting reports citing threats to his life, P 24



THE TIMES OF INDIA

INCLUSIVE OF DELHI TIMES (CIRCULATED ONLY IN DELHI NCR) | *APPLICABLE ONLY ON MONTHLY PURCHASE (IN DELHI NCR)

INDIA'S LARGEST ENGLISH NEWSPAPER

Plan to give Delhi chief secy extra 6 months: Centre to SC

Appoint New CS Without Consulting CM, Suggests Court

Dhananjay Mahapatra
@timesgroup.com

New Delhi: The Centre on Tuesday informed the Supreme Court that it intends to extend Delhi chief secretary Naresh Kumar's tenure by six months and as and when the occasion for a new chief secretary's appointment would arise, a panel of five senior IAS officers would be given to the Delhi chief minister to choose from.

The Centre stuck to its preference for Kumar, who has been attacked by the AAP government for alleged corruption, even as a bench led by Chief Justice D Y Chandrachud asked why he could not be replaced and suggested that the Centre could choose any

“Are you stuck with one person? Let this man superannuate. Appoint a new person. You don't have to give a panel of names to the CM to choose from. You appoint whoever you want. Don't you have any other senior IAS officer to be appointed as chief secretary of Delhi?”



—CJI-led bench

Delhi is unlike any other place. It is the national capital, and its chief secretary holds a very sensitive position handling myriad challenging assignments. Why is the entire elected government afraid of one person?

—SG Tushar Mehta

Centre is not heeding the suggestion of the bench of Chief Justice D Y Chandrachud. As the chief secretary is the lynchpin of administration, as ruled by the SC in numerous judgments, the Delhi CM must have a say in his appointment

—Delhi govt counsel Abhishek Singhvi

senior IAS officer of its choice to head Delhi's bureaucracy.

“Are you stuck with one person? Let this man superannuate. Appoint a new person. You don't have to give a panel of names to the CM to choose from. You appoint whoever you want. Don't you have any other senior IAS officer to be appointed as chief secretary of Delhi?” the bench, which also comprised Justices J B Pardiwala and Manoj Misra, asked. The po-

ser was at odds with the apex court's proposal on Friday that the Delhi government could choose one from a panel of five IAS officers drawn up by the Centre.

Importantly, the hearing saw the bench affirming that after enactment of the law on services, it was the Centre which had primacy in the matter. The AAP government, through senior advocate A M Singhvi, accused the Centre of not heeding the suggestion

‘Clear dues of other 2 RRTS projects also’

As the Delhi government released Rs 415 crore for the Delhi-Meerut RRTS but is yet to pay its share of funds for the Alwar and Panipat corridors, the SC directed it to clear the dues by December 7. “Why do you need to be arm twisted? When you can make budgetary allocation of over Rs 540 crore for ads then why can you not make provisions for the projects,” the bench said. P 6

of the bench led by CJI Chandrachud, and said as the chief secretary was the lynchpin of administration, as ruled by the SC in numerous judgments, the Delhi CM must have a say in his appointment.

He said the position prior to the services ordinance, which has since become law, was that the chief secretary was appointed on the Delhi government's suggestion.

► ‘Centre has primacy’, P 6

IN THE COURTS

► A Guj court acquits Cong legislator and Dalit leader Jignesh Mevani and six others in a 2016 case registered against them for unlawful assembly and rioting | P 18

► Nine yrs after his conviction in a corruption case, former AIADMK minister & ex-DMK MP TM Selvaganapathy acquitted of all charges by the Madras HC | P 16

► ASI, which has already been granted five extensions for its report on the survey of the Gyanvapi complex, seeks 3 more weeks | P 16

► SC stays an NGT order directing Maha govt to deposit ₹12,000cr for failure to treat solid and liquid waste generated in the state & use compensation corpus for it | P 16

► BCCI drags troubled edtech company Byju's to NCLT for non-payment of ₹160cr sponsorship money after the expiry of contract | P 21

Govt considers blocking suspicious a/cs & handsets to prevent cyber fraud

Asmita.Dey@timesgroup.com

New Delhi: The government is considering deploying a series of measures to curb the growing menace of cyberfrauds in the financial sector, including blocking the IMEI, the unique number of mobile devices, and restricting withdrawals from suspicious accounts to prevent its use in future incidents.

After a meeting with representatives from RBI, TRAI, National Payments Corporation of India and the IT ministry, financial services secretary Vivek Joshi said that one of the targets was “inert” and “mule” bank accounts, which have low balance but see a sudden surge. In these cases, caps on transfer or withdrawal of funds are options that are discussed. Mule accounts are those that are used by fraudsters to collect or

LENS ON LENDING APPS

► After a meeting with representatives from RBI, TRAI, NPCI & IT ministry, financial services secy Vivek Joshi says targets include ‘inert’ and ‘mule’ bank a/cs, which have low balance but see a sudden surge

► A proposal to ‘whitelist’ digital lending apps is among options discussed. This means that only the apps that are whitelisted will be allowed on App Store

transfer funds. In case of cyber frauds, money siphoned off from an account is often routed through multiple accounts and withdrawn, making it tough for law enforcement agencies and banks to act.

► Act fast, banks told, P 21

GRAP 3 off, BS3 petrol and BS4 diesel ban eased

CAQM on Tuesday revoked the restriction on plying of BSIII petrol and BS IV diesel vehicles and ban on construction and demolition activities, stone crushers and mining activities under GRAP-3 with immediate effect as the city's air quality improved to the “poor” category with an AQI of 287, reports Priyangi Agarwal. CAQM said the forecast by IMD and IITM do not indicate the average air quality to move to the “severe” category in the coming days.

The movement of 1,48,487 petrol four-wheelers and 2,28,041 diesel vehicles was restricted in Delhi under GRAP stage III, which was implemented on November 2. The lifting of the C&D ban will benefit daily wage labourers whose livelihoods were affected due to the restriction. P 2

Another NEET aspirant dies by suicide in Kota

Kota: A 20-year-old NEET aspirant from West Bengal hanged himself from a ceiling fan at his rented accommodation in Kota on Monday evening. No suicide note was found in his room.

This is the 25th suicide by a coaching student in Kota this year, the highest in the past nine years. The deceased youth, Faureed Hussain, had been preparing for the medical entrance exam at a coaching institute in the city for a year. Faureed was last seen by other students living in the same house on Monday afternoon. When he did not come out of his room till 8pm, his friends called him and knocked on his door, but there was no response. They alerted the owner, who informed police. TNN

► No suicide note left, P 16

BSE m-cap rides rally in Adani stocks, tops \$4tn

Mumbai: A flag-end rally during Tuesday's session lifted the sensx by 204 points; it also pushed up BSE's market capitalisation to Rs 336 lakh crore or \$4.02 trillion, a new all-time peak for the Indian market. One of the major factors behind the \$4-tn milestone during the day was a strong rally in the stocks of 10 companies belonging to the Adani group that added more than Rs 1.2 lakh crore or about \$12

► Adani group mkt cap jumps ₹1.1L cr, P 21

billion to its market cap in just one session.

With a \$4-trillion market cap, India is now the fifth most valued market in the world, data from various exchanges showed. The US tops the league table with an M-cap of around \$48 trillion, with China next at close to \$11 trillion. With a market value of close to \$6 trillion,

Country	Market Cap (\$ Trn)
US	48.7
China	10.7
Japan	5.5
Hong Kong	4.7
India	4.0

Global gold hits 6-mth high, surge likely in India

After gold prices rallied to a six-month high in the international market, analysts are looking at a similar run in the price of the yellow metal here at home. On Tuesday, gold on the New York Commodity Exchange rallied nearly 1% to trade at \$2,028/Oz. P 21

Japan is at the third place while Hong Kong is fourth with \$4.7 trillion. TNN

► Up 33 times in 20 yrs, P 21

Stray stuck in drain below road rescued after 48 hrs

Sakshi.Chand@timesgroup.com

New Delhi: A rescue operation in the city came to a happy end at 1pm on Monday, after a dog stuck inside a drain beneath the road for 48 hours was rescued by firemen after drilling vertically through the road.

The fire service received a call at 10.30am about the street creature trapped in the drain in south Delhi's Green Park Extension. A team led by sub-officer Om Prakash of Safdarjung fire station reached the spot. They initially tried to break the side wall of the drain but found their efforts hampered by the enormous amount of muck accumulated there. Finally, after two and a half hours of planning, the firemen



The dog must've entered the drain and then found itself unable to exit as the other end was clogged drilled a hole on the top of the drain and pulled out the stray. “Inside the drain, there wasn't even space for the dog to turn around,” said Prakash.

► Drill from the top, P 6

SC to Manipur: Dispose of bodies of victims in 2 wks

Scotching attempts by certain civil society organisations to fuel tension in Manipur by preventing relatives from claiming bodies of persons killed during the ethnic conflict, the Supreme Court on Tuesday ordered the state government to dispose of the bodies stored for months in mortuaries, if the relatives did not claim them in two weeks for last rites at nine earmarked sites. The SC also directed the collectors and SPs to facilitate the last rites. P 11

Desi student kills grandparents, NRI uncle in US

A 23-year-old Indian student, Om Brahmabhatt, has been arrested for fatally shooting his maternal grandparents and a 38-year-old uncle in New Jersey. The grandfather, Dilip Kumar Brahmabhatt (72), was a retired sub-inspector whose elder brother was former DSP Kirit Brahmabhatt, who died by suicide in 2016. P 24

Navy Agniveer dies by suicide in Mum

A woman Agniveer, 20, training with the Navy died by suicide at a hostel at INS Hamla in Mumbai Monday. While no suicide note was found, police said they suspected personal reasons. P 11

Man killed by son's ex-sasur at wedding

Amid wedding shehnais, a 55-year-old man was shot dead by his son's former father-in-law as their paths converged at the venue in Noida, where both were invited as guests. P 9

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Sahi Lal

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Situations/Everest/2023 Eng

DID YOU KNOW?

👉 Approximately 1 in 3 adults with **diabetes** and 1 in 5 adults with **high blood pressure** may have kidney disease. #

👉 **12 people die** everyday while waiting for a kidney transplant. #

👉 Approximately **90%** of those with kidney diseases don't know they have it. #

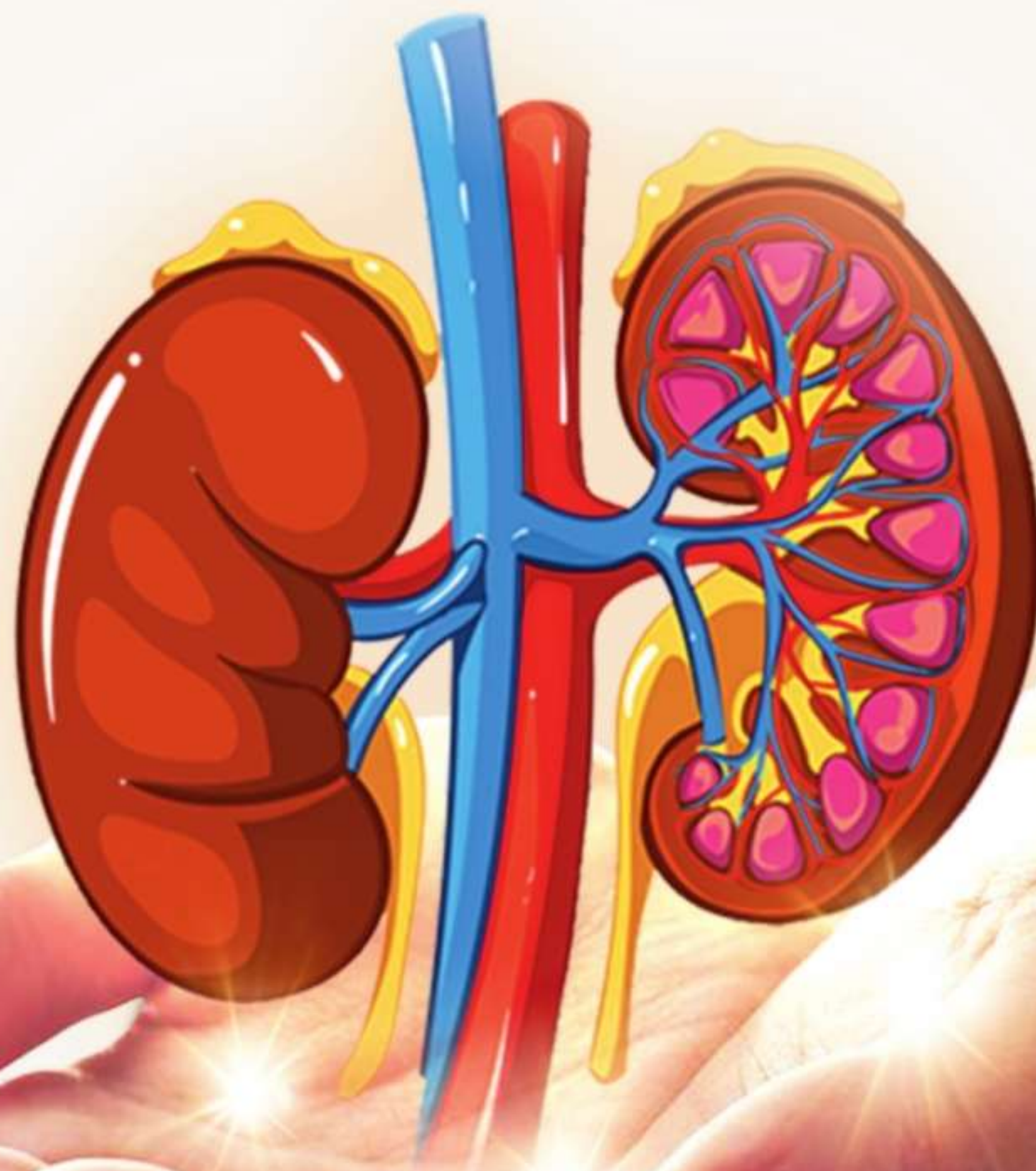
👉 The total number of patients with kidney failure will likely exceed **1 million by 2030.** #

Source: As per fully annotated fact sheet available on www.kidney.org



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- ✔ Delays the progression of Chronic Kidney Diseases
- ✔ Shows significant improvement in biochemical parameters within 30 days
- ✔ Reduces : • Serum Creatinine • Serum Urea & BUN • Albumin Creatinine Ratio • TGF-β1
- ✔ Improves : • eGFR and Quality of life
- ✔ World's first health supplement for Kidney
- ✔ Maintains : • Serum Electrolytes

To Know more lets get connected

🌐 www.lordsmarkbiotech.com 📧 support@lordsmarkbiotech.com
 📍 307, 3rd Floor, 55 Corporate Avenue, Saki Vihar Road, Andheri East, Mumbai 400072
 ☎ +91-8451013261 / +91-22-4970 8954

Available at leading Pharmacies or Call / 📞 +91-8451005840

Approved by



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Renochlor is also available on : [amazon](#) [TATA 1mg](#) [GlowRoad](#) [SANTÉ & BEAUTÉ](#) Pure Natural Essential

under collaboration with **THINQ Singapore**

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* Conditions Apply, limited availability at Managements discretion.