

NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

CONVENER

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

4th June 2023

To

The Central Consumer Protection Authority, New Delhi.

Via Email: as-ca@nic.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, Madam

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 Consumers Protection Act, 2019, the advertisement is a “misleading advertisement” as defined in Section 2(28) of the Act, “**deliberately conceals important information**”. In this case, for example the advertised food product biscuit contains 27.3 grams of Sugars per 100 Gram but the “advertiser” has failed to provide this important information to its readers.

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.

5. Powers and functions are vested with the 'Authority' include, to ensure that no person takes part in the publication of any advertisement, which is false or misleading, and the authority is clothed with the power to take suo moto action against the violation of consumer rights. (Sec 19(1) of the Act).

6. I would request the Authority 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.

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, ILBS

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

NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

**I request to you to pass orders for discontinuation of the advertisements
(Section 20 & 21 of the Act)**

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a) To declare if the advertisement is misleading or not and is prejudicial to the interests of consumers as a class.

b) immediately put a stop to the advertisement for the future till decisions are taken

MEMBERS

Prof. HPS Sachdev
Senior Pediatrician &
Epidemiologist

Looking forward to your response,

Sincerely,



Dr. Vandana Prasad
Community Pediatrician

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

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

Dr Prasanta Tripathy
Co Founder Ekjut

Cc:

- 1. To The Chairperson, NCPCR**
- 2. To The Minister of State for Health and Family Welfare**

Prof. Umesh Kapil
Professor, Dept of
Epidemiology,
Biostatistics And Clinical
Research, ILBS

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