

Nupur

From: "Nupur" <nupur@bpni.org>
To: <contact@ascionline.org>
Sent: Wednesday, April 13, 2016 5:20 PM
Attach: Ojasvita Advertisement wed 30 march 2016.pdf; Ojasvita Advertisement wed 30 march 2016 (2).jpg
Subject: Re: Misleading advertisement by Sri Sri Ayurveda Natures Food product "Ojasvita"

To ,
 Ms/Mr A.Pula
 Executive Assistant
 The Advertising Standards Council of India

I am attaching the advertisement for your reference.
 Thank you.

Regards,

Nupur Bidla | Senior Programme Officer (Communications) | BPNI/ IBFAN Asia
 BP-33, Pitampura | Delhi- 110034
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----- Original Message -----

From: [Nupur](#)
To: contact@ascionline.org
Sent: Wednesday, April 13, 2016 5:17 PM
Subject: Misleading advertisement by Sri Sri Ayurveda Natures Food product "Ojasvita"

To ,
 Ms/Mr A.Pula
 Executive Assistant
 The Advertising Standards Council of India

Respected Madam/Sir,

This is with reference to our complaint against the misleading print advertisement of "Ojasvita health drink". This is our complaint Tracking Id – 6153e6555de3.

We are the Breastfeeding Promotion Network of India (BPNI), founded on 3rd December, 1991 is registered, independent, nonprofit, national organization; works on protecting, promoting and supporting breastfeeding and appropriate complementary feeding of infants & young children. We are professional team Phd nutritionists, pediatricians, social workers and anthropologists.

Our team of experts has found out that **Ojasvita's (a product of Sri Sri Ayurveda Nature Foods) print advertisement published in Times of India , New Delhi on Wednesday, 30th March, 2016 misleads the consumer under provisions of Food Safety and Standards Act , 2006.**

According to the Food Safety and Standards Act , 2006 chapter IV –Clause 24 "Restriction of the advertisement and prohibition as to unfair trade practices".

- 1) *No advertisement shall be made of any food which is misleading or deceiving or contravenes the provision of this Act, the rules and regulations made there under.*

Based on the above mentioned provision we find the following things misleading:

- I. The companies name is “SRI SRI AYURVEDA NATURE FOODS” and their product “OJASVITA” is a highly processed food. This information is misleading for consumers and the advertising nowhere tells that it’s a highly processed food.
- II. The print advertisement does not mention the total sugar content in the product. We researched and checked the label of **Ojasvita** and found out it has **41.9 gram sugar per 100 grams**. It means it’s almost **42%** sugar.
- III. The print advertisement does not specify the age group it targets.

In both adults and children WHO recommends reducing the intake of sugar to less than 10% of total energy intake. Sugar is addictive and high intake can lead to or put higher risks of several health implications like diabetes, obesity, heart ailments and hypertension in children. WHO also recommends reduced intake of free sugars throughout the life course. Such partial information is misleading consumers by putting their children's health at stake.

The government is also planning measures to control the growing incidence of diabetes in the country. The health ministry and the central food safety regulator are working on a proposal to cut consumption of unhealthy food and beverages, mainly among children. For, these are known to be responsible for the burden of diabetes cases and obesity. **Junk food and sugar-sweetened beverages will soon be taxed higher and subjected to tougher advertising norms. The government plans these measures to control the growing incidence of diabetes in the country.** This explains the gravity of the situation of sugar consumption and its consequences.

We would request you to notify Sri Sri Ayurveda Nature Foods to immediately stop this misleading advertisement in public interest.

We would appreciate a line of response from your end.

Thank you,

You're sincerely,
Nupur Bidla
Sr. Programme Officer
Communications
Breastfeeding Promotion Network of India (BPNI)

Nupur Bidla | Senior Programme Officer (Communications) | BPNI/ IBFAN Asia
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AYURVEDA

NATUREFOODS



AVAILABLE IN CHOCOLATE, STRAWBERRY, MANGO, VANILLA & RAGI FLAVOURS.



Often what's tasty is not healthy, and what's healthy is not tasty. Ojasvita is the ultimate combination of good health and great taste. Ojasvita's 7 Power Herbs support your daily mental fitness needs while it's awesome new taste delights you! Enjoy Ojasvita today!

Bring home good health and wellness with Sri Sri Ayurveda's wonderful range of products.

FOR MORE INFORMATION CONTACT: DISTRICT MANAGERS: SMS: SSA to 56161 or Call: +91 74065 74065. Email: info@ayurveda.com