

Baby Foods being sold with discounts on E-marketing site DISCOUNTkart.com

Infant Milk Substitutes and Infant Foods are being sold on E-marketing sites with discounts, which is prohibited in the IMS Act. In the example of such a promotional sale given below, NESTLE CERELAC is being sold with discounted price on E-marketing website, DISCOUNTkart.com on 29th November 2016.

The screenshot shows the DISCOUNTkart.com website interface. The browser is Safari, and the page is viewed on Tue 29 Nov 11:15:28 am. The website header includes navigation links for Free Home Delivery, Cash On Delivery, 30 Days Return Guarantee, Super e-Gift Voucher, Cash Loyalty Points, and Login | Register. The main navigation bar lists categories: Top Supplements, Baby Care, Beauty Care, Diabetic Care, Eye Care, Health Devices, Nutrition, Personal Care, and Pet Care. A prominent yellow banner announces a "SUPER SALE: Get Extra 5% Discount On All Your Orders! Use Coupon: EXTRAS5". The left sidebar features a "Shop By Brands" section with a list of brands including Nestle, and a "Bath & SkinCare" section. The main content area displays a grid of Nestle products under the heading "Nestle". The products shown are Cerelac Infant Cereal (Milk Stage 1, 2, 3, and 4) and Lactogen Infant Formula (1, 2, and 3 Refill). Each product listing includes an image of the product, the brand name "By Nestle", and the discounted price in red text. For example, Cerelac Infant Cereal With Milk Stage 4 is priced at Rs. 169.75 (original price Rs. 175). The website also features a search bar and a shopping cart icon showing 0 items.

Product Name	Original Price (Rs.)	Discounted Price (Rs.)
Cerelac Infant Cereal With Milk Stage 4	175	169.75
Nestle Cerelac Infant Cereal With Milk Stage 1	139	134.83
Nestle Cerelac Infant Cereal With Milk Stage 2	148	143.56
Nestle Cerelac Infant Cereal With Milk Stage 3	167	161.99
Nestle Lactogen 4 (18-24 Months)	-	-
Nestle Lactogen Infant Formula 1 Refill	-	-
Nestle Lactogen Infant Formula 2 Refill	-	-
Nestle Lactogen Infant Formula 3 Refill	-	-