



Breastfeeding Promotion Network of India

(Registered Under Societies Registration Act XXI of 1860, Delhi R.No. S-23144)

Central Coordination Committee

Chief Coordinator

Dr. K.P. Kushwaha
Gorakhpur, UP

Central Coordinator

Dr. Arun Gupta
Delhi

Treasurer

Dr. Pawan Garg
Delhi

Members

Dr. Jay Gaur
Calicut, M.P.

Dr. Alka V Kuthe
Amravati, Maharashtra

Dr. Dinesh Khosla
Rohtak, Haryana

Dr. K. Kesavulu
Hindupur, A.P.

Dr. Sunita Katyayan
Ranchi, Jharkhand

BPNI works in

- Advocacy
- Education & Training
- Infant Feeding in Difficult Circumstances (HIV, emergencies)
- IMS Act
- World Breastfeeding Week & Social Mobilization
- Research

BPNI is

- ♦ Regional Coordinating Office - IBFAN Asia
- ♦ WABA's Regional Focal Point - South Asia
- ♦ Member: Steering Group Right to Food Campaign
- ♦ Member: National Coordination Committee of Jan Swasthya Abhiyan
- ♦ Gazeetted NGO under section 21(1) C of the "Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992, as Amended in 2003" (The IMS Act)

National Coordinator

Dr. J.P. Dadhich

August 14, 2012

BPNI/2012/346

To,

The CEO,
Flipkart.com,
No. 447/B, 1st A Cross, 12th Main, 4th Block,
Opp. BSNL Telephone Exchange,
Koramangala,
Bangalore – 560034, Karnataka, India.

Subject: Violation of the IMS Act

Dear Sir/ Madam,

I am writing you to draw your attention towards the violation of the IMS Act (<http://wcd.nic.in/infantmilkpact1.pdf>; <http://wcd.nic.in/IMSAmendact2003.pdf>) being committed by your online shopping portal Flipkart.com by advertising and providing rebate on sale of the feeding bottles (<http://www.flipkart.com/store/baby-care/feeding-nursing/bottles-accessories/products?layout=grid>).

IMS Act is a law to protect, promote and support breastfeeding in our country. It prohibits advertising of feeding bottles by any means. The IMS Act also prohibits providing incentives to the buyer for increasing the sale of feeding bottles.

Breastfeeding Promotion Network of India is a registered voluntary organisation which has been gazetted by government of India to monitor and report violations of IMS Act (<http://wcd.nic.in/cw/GOI3.pdf>).

We request you to kindly withdraw advertisements of all kind of feeding bottles and nipples etc. to abide by the provisions of the IMS Act.

Thanking you,

Yours sincerely

Dr J P Dadhich, MD, FNNF, PGD-DN
National Coordinator, BPNI

All communications should be addressed to the National Coordinator, BPNI

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Join the ONE MILLION CAMPAIGN: Support Women to Breastfeed (www.onemillioncampaign.org)