

Nestle India hauled up for flouting ad norms

TIMES NEWS NETWORK

New Delhi: A Delhi court has charged Nestle India for violating the law in advertisements and labelling of its infant food products.

The order, which was in response to a 17-year-old complaint, said that Nestle India had violated the Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act.

Reacting to the order, the complainant Dr Arun Gupta, representing the Association for Consumers Action on Safety and Health, said, "It is very important to enforce this law

The court said Nestle had violated sections of the Infant Milk Substitutes Act by not printing the notice 'mother's milk is best for your baby' in Hindi

to protect mothers and children from the commercial influence."

The Infant Milk Substitutes Act was brought in to regulate production, supply and distribution of infant milk substitutes, feeding bottles and infant foods to protect and promote breastfeeding and ensure the proper use of

these food products.

The court on Saturday said the company through their products — Lactogen and Cerelac — had violated several sections of the Act by not printing the notice 'mother's milk is best for your baby' in Hindi and also by not printing the warning that 'Infant milk substitute or infant food is not the sole source of nourishment for an infant' on the containers of Lactogen.

The court also found that the warning was not printed in the size prescribed and all the mandatory information was not present in advertisements issued in five magazines.