



putting child nutrition
at the forefront
of social change

**Breastfeeding
Promotion Network of India**

(Registered Under Societies Registration
Act XXI of 1860, Delhi R.No. 5-23144)

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BPNI/2016/045

February 26, 2016

To,
Shri C. K. Mishra,
AS & MD (NHM) & AS (Health),
Ministry of Health & Family Welfare,
Government of India,
Room No- 157-A,
Nirman Bhavan,
New Delhi-110011.

Subject:- To initiate appropriate action against the infant formula manufacturer BRITISH LIFE SCIENCES and INDIAN JOURNAL of PEDIATRICS

Dear Sir,

I would like to bring to your notice a violation of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003 (IMS Act) by the infant formula manufacturer British life sciences, a group company of British Biologicals and Indian Journal of Pediatrics for publishing an advertisement for the infant milk substitute with brand name LF-100.

The advertisement has been published in the February issue of the journal. A copy of the advertisement and other details about the Journal are attached with this mail.

Section 3 (a) of the IMS Act states:

"No person shall advertise, or take part in the publication of any advertisement, for the distribution, sale or supply of infant milk substitutes feeding bottles or infant foods".

The same manufacturer and the Journal violated the IMS Act in 2013 when they published an advertisement of Mum's Care, an infant food manufactured by British life sciences.

Since such promotion is illegal and seriously undermines breastfeeding, I request you to kindly take appropriate action against both the defaulters; their contact details are given below.

- The Indian Journal of Pediatrics: Dr. I.C. Verma, Editor-in-Chief, The Indian Journal of Pediatrics, 125 (IInd Floor), Gautam Nagar, Behind Matrachhaya Building, New Delhi-110049. Phones: 26568098, 41345105. E-mail: ijp1933@gmail.com
- The British Life Sciences: C/o British Biologicals: The Protein People; No. 30, 10th Main Ashoka Pillar Road, Jayanagar, II Block; Bangalore 560011; Phone : +91-80-40643777 / 40643779; Fax : +91-80-40643829; Email: reachus@britishbiologicals.com; reachus@britishlifesciences.in

With Warm Regards,

You're sincerely,

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