



putting child nutrition
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**Breastfeeding
Promotion Network of India**

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

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August 1, 2014

Mr. V. S. Oberoi
Secretary,
Ministry of Women and Child Development,
Government of India,
Shastri Bhavan
A- Wing (6th Floor)
Delhi- 110001

Sub: Violation of the IMS Act by Infant Milk Substitute and Infant Food manufacturer Heinz & e-Commerce web portal shopClues.com (http://www.shopclues.com/heinz-cereals-4m-bf-125g-fruit-and-yogurt-cereal.html?ref=tm_bs_3)

Dear Sir,

I wish to bring this to your kind notice that e-Commerce portal **shopClues.com** is selling an Infant food product '**Heinz breakfast fruit with yogurt cereal**'. While doing so, Shop Clues and Heinz are violating the IMS act due to following reasons:-

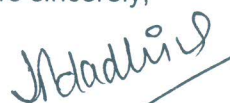
1. The product label suggests use of this product at 4+ month's age. This is a violation of IMS Act which defines infant foods "*means any food (by whatever name called) being marketed or otherwise represented as a complement to mother's milk to meet the growing nutritional needs of the infant after the age of six months and up to the age of two year*"
2. The product is being promoted on the website with display of photograph of the container. It violates **Section 3 (a) of IMS Act** says, 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.*"
3. The product is being sold at a rebate of 8%. This violates **section 4 (c) of IMS Act** which says, No person shall – "*offer inducement of any other kind, for the purpose of promoting the use or sale of infant milk substitutes or feeding bottles or infant foods.*"

I request you to kindly take note of about said violations and take necessary action against the company.

A copy of Web –page is attached with this Mail

Thanking you,

Yours sincerely,


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