Haryana admn raids Nestle over inappropriate visuals

Rohan Dua | TNN

Chandigarh: Haryana's food and drug administration (FDA) team on Wednesday raided a Nestle factory in Samalkha, near Panipat, for using inappropriate graphics on milk substitutes meant for infants. The team headed by Panipat civil surgeon Anita Tandon raided the factory late in the evening and seized a few consignments of infant milk substitutes.

In their statement, the FDA said that the company had been printing the graphic of feeding bottle on labels of its products along with advertisements of other products which are prohibited for infants below two years under the drugs law. A notice was also sent to Nestle, confirmed Haryana FDA commissioner Rakesh Gupta while speaking to TOI on phone.

"Manufacturers of such products are likely to be booked under various Sections of the Infant Milk Substitute (feeding bottle and infant food regulation of production, supply and distribution) Act, 1992, which prevents deliberate advertisement and promotion of such products in the market," Gupta said.

However, the company's spokesperson said they had not contravened the law and would take legal recourse against the notice.

"We have not received any formal notice but it seems that they are objecting to our using the corporate trademark on our packs and depicting a feeding bottle on the label which is actually required to provide instructions to consumers on how to prepare a proper feed," said Himanshu Malik, spokesperson, Nestle corporate affairs.

He added, "Nestle complies with all provisions of the IMF Act in letter and spirit and there is absolutely no violation of the code. Nestle insists on very high quality standards in its infant nutrition products."

Malik said, "The use of corporate logo and trademark is a standard and accepted business practice across industry. There should be no objection to depicting a feeding bottle on the label since the same is used only to explain the method of preparation and hygiene. Nestle does not sell feeding bottles."