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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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May 12, 2015

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

**Subject:** Violation of IMS Act by online shopping websites

Respected Sh. Oberoi ,

I wish to bring to your notice the violation of The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 and Amendment Act in 2003 (IMS Act) by following online shopping websites:-[www.snapdeal.com](http://www.snapdeal.com), [www.shopping.rediff.com](http://www.shopping.rediff.com), [www.flipkart.com](http://www.flipkart.com), [www.junglee.com](http://www.junglee.com), [www.amazone.in](http://www.amazone.in)

On these websites, infant feeding bottles are being advertised and promoted to general public. This is violation of IMS Act (Section 3 (a) and 3 (c)) of the IMS Act.

**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"

**Section 3 (c) of IMS Act say-**, No persons shall- "take part in the promotion of infant milk substitutes, feeding bottles or infant foods"

The shopping portal is also offering discounts on stated price on purchase of Infant feeding bottles, which is again a violation of IMS Act (Section 4(c)) of the IMS Act.

**Section 4 (c) of IMS Act 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."

Breastfeeding Promotion Network of India (BPNI) also wrote a letter to the CEO of [www.snapdeal.com](http://www.snapdeal.com), [www.shopping.rediff.com](http://www.shopping.rediff.com), [www.flipkart.com](http://www.flipkart.com), [www.junglee.com](http://www.junglee.com) and [www.amazone.in](http://www.amazone.in) to withdraw advertisements of all kinds of feeding bottles and stop providing rebate on the same.

I request you to kindly take necessary action in this regard.

Yours sincerely

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

**Enclosed:**

1. Printout of webpage from [www.snapdeal.com](http://www.snapdeal.com), [www.shopping.rediff.com](http://www.shopping.rediff.com), [www.flipkart.com](http://www.flipkart.com), [www.flipkart.com](http://www.flipkart.com), [www.amazone.in](http://www.amazone.in) dated 11<sup>th</sup> May, 2015

2. copies of letters sent to CEOs of various companies

As a policy, BPNI does not accept funds of any kind from the companies manufacturing baby foods, feeding bottles etc. and organization/industry having conflict of interest.