

**Press release 29 August 2019**

## *Amazon selling 'Phillips Avent', 'Pigeon', and 'MeeMee' feeding bottles on discount in violation of the law to protect and promote breastfeeding.*

The Breastfeeding Promotion Network of India (BPNI) found this act of infringement in its routine vigilance to monitor the compliance with the *Infant Milk Substitutes Feeding Bottles, and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992, and Amendment Act 2003*.

**Avent Phillips**, a leading manufacturer of feeding bottles and **Amazon** a leading web-seller is brazenly flouting the stringent Indian law that prohibits such manufacturers or distributors from giving any inducements or use promotional tactics to promote the use of feeding bottles. The shopping portal is [offering discounts on stated price](#) on purchase of Infant feeding bottles, which is a violation of IMS Act (Section 3 and 4 of the IMS Act). BPNI also found that Amazon also provided discounts on other brands '**MeeMee**' and '**Pigeon**' feeding bottles.

India enacted the "*Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply & Distribution) Act 1992, and Amendment Act 2003*" (IMS Act). An offence committed is cognizable. The IMS Act came into force on August 1993. 'Feeding bottles' and all these companies fall under the scope of IMS Act. The IMS Act provides for the regulation of production, supply and distribution of infant milk substitutes, feeding bottles and infant foods with a view to the protection and promotion of breastfeeding.

**Section 3 and 4 of the IMS Act clearly forbids any such promotion of feeding bottles by any person.**

### **Section 3: No person shall**

(a) 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 ;or (c) take part in the promotion of infant milk substitutes, feeding bottles or infant foods;

**Section 4- No person shall (c) 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.**

IMS Act also defines 'feeding bottle' and 'promotion' in Section 2.

(c)“feeding bottle” means ant bottle or receptacle used for the purpose of feeding infant milk substitutes, and includes a teat and a valve attached or capable of being attached to such bottle or receptacle;

(j)“promotion” means to employ directly or indirectly any method of encouraging any person to purchase or use infant milk substitute, feeding bottle or infant food.

Dr. Arun Gupta, Central coordinator of the Breastfeeding Promotion Network of India (BPNI) said: “This is a gross and blatant violation of the IMS Act, and attracts the section 3 and 4 demanding strict action by the authorities to launch an investigation and prosecution. BPNI has been monitoring the compliance with the IMS Act since 1995 when Government of India notified BPNI in the official Gazette to perform this function.”

In 1981 the World Health Assembly adopted the [International Code of Marketing for Breastmilk Substitutes](#), which aimed to contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast-feeding, and by ensuring the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution. In the Article 2, Scope of the Code, it applies “...to the marketing, and practices related thereto, of the following products: breast-milk substitutes, .....[feeding bottles and teats](#). It also applies to their quality and availability, and to information concerning their use.

BPNI has confirmed from its legal advisers that such promotion is prohibited under the Act, and also constitutes a criminal offence there under, which ought to be prosecuted by the Ministry of Women and Child Development. [BPNI has written to about this violation to the Ministry of Women and Child Development](#), along with the evidence, who may order an investigation and launch prosecution.

**For more information contact:**

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Screen Shots of the evidence taken on 28 August 2019:

The screenshot shows the Amazon India product page for a Philips Avent 125ml Natural Feeding Bottle (Clear). The page includes the Amazon logo, search bar, navigation links, and product details. The product is priced at ₹ 376.00 with free delivery. It features a 4.5-star rating from 2,318 reviews and offers a 10% cashback on orders over ₹ 499. The page also displays 'Special Offers for this item' and 'Other Sellers on Amazon'.



Philips Avent 125ml Natural Feeding Bottle (Clear) (Pack of 2)

₹ 376.00 (20%)



Mee Mee Premium Glass Feeding Bottle, Pink, 240ml (Pack of 2)

★★★★☆ 25

₹ 526 ₹ 658 Save ₹ 132 (20%)

✓prime Get it by Friday, August 30  
FREE Delivery by Amazon



Back to results



**Flexible™**

**Unique Grooved interior**  
For maximum flexibility and natural tongue support, ideal shape of the nipple fits perfectly into "Sucking fossa".

**Sucking Fossa:** A hole in baby's tongue which naturally absorbs as they grow and keep sucking.

**Flexible silicone**

The super soft silicone, with its double thickness, ensure ideal softness and flexibility for your baby to latch-on comfortably and easily.

**Baby's unique tongue movement**  
Ever wondered how babies suck?

A baby moves its tongue like a wave, rolling from front to back to extract milk (1)-(2). This form of tongue's movement helps the natural development of a baby.

## Pigeon Glass Feeding 240ml Bottle with Add Nipple, Large, Pink

by Pigeon

★★★★☆ 276 customer reviews

| 118 answered questions

M.R.P.: ₹ 599.00

Price: ₹ 580.00 **Fulfilled** FREE Delivery. Details

You Save: ₹ 19.00 (3%)

Inclusive of all taxes

### 3 Special Offers for this item

**Cashback (2):** Get 10% cashback up to Rs. 100 using Visa Signature or Visa Infinite cards. Shop during the Visa Shopping Days starting 20th to end of every month. Cashback within 3 days. | Details

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