

FOOD & BEVERAGE ALLIANCE OF INDIA

India Policy on Marketing Communications to Children

DATE: 1st July 2016

Food and Beverage Alliance of India (FBAI) members commit either to:

- Only advertise products to children under the age of 12 years that meet common FBAI pledge nutrition criteria¹; or
- Not to advertise their products at all to children under the age of 12 years.

The above policy covers food and beverage product marketing communications² that are primarily directed to children under 12³ in all covered media⁴.

In addition, FBAI members agree not to engage in food or beverage product marketing communications to children in primary schools⁵.

FBAI will publish periodic reports to demonstrate compliance with this policy.

This policy will become applicable to all FBAI member companies by 31 December 2016.

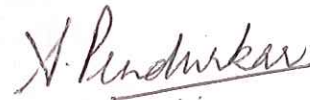
Individual member companies may maintain or adopt specific policies that go beyond the FBAI policy.



Venkatesh Kini
President India & South West Asia
Coca-Cola India Pvt. Limited



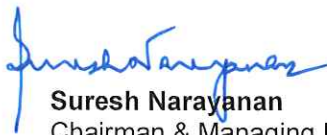
Mainak Dhar
Managing Director
General Mills India



Sangeeta Pendurkar
Managing Director
Kellogg India Private Limited



Roberto Grasso
Chairman & Managing Director
Ferrero India Private Limited



Suresh Narayanan
Chairman & Managing Director
Nestle India



Andrew Leakey
General Manager
MARS CHOCOLATE, India
& India Sub-Continent,
Mars International India
Private Limited



D. Shivakumar
Chairman and CEO
PepsiCo India Holdings Pvt. Ltd.



Sanjiv Mehta
CEO and Managing Director
Hindustan Unilever Limited



Chandramouli Venkatesan
Managing Director
Mondelēz India Foods
Private Limited

1 The Food and Beverage Alliance of India (FBAI) common nutrition criteria are effective from 31 December 2017. Until that time, members will continue to employ company-specific nutrition criteria. The FBAI Working Group on Nutrient Criteria based their approach on the WHO guidelines for the establishment of nutrient profiles and on the work undertaken by the EU, Singapore, USA Pledge Groups and International Choices Programme. The category specific threshold values were determined based on current Indian regulations and Indian and Global guidelines for nutrient intake.

2 "Marketing communications" means paid advertising or commercial sales messages for food and beverage products, including marketing communications that use licensed characters, celebrities and movie tie-ins. Company-owned, brand equity characters are not covered by the policy.

3 Primarily directed to children under 12 means advertising in measured media where 35% or more of the audience is under 12 years of age. Where adequate data are unavailable, companies will consider other factors as appropriate, which may include the overall impression of the advertising, actions taken to restrict child access and the target demographic based on the company's media plan.

4 Covered media means the following vehicles: TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing mobile and SMS marketing. Packaging, in-store and point of sale as well as forms of marketing communications which are not under the direct control of the brand owner, such as user-generated content, are not covered by this policy.

5 Menus or displays for food and beverage products offered for sale, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use are not covered.