

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:4784

ANSWERED ON:23.04.2010

MISLEADING CLAIMS ON PRODUCTS

Bapurao Shri Khatgaonkar Patil Bhaskarrao;Gaikwad Shri Eknath Mahadeo;Yaskhi Shri Madhu Goud

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether Hindustan Unilever Limited (HUL) has been held guilty of making false and misleading claims on its product `Kishan Amaze`;
- (b) if so, the details thereof and the action taken against the company;
- (c) whether it has come to the notice of the Government that some other companies are also making such type of claims;
- (d) if so, the details thereof; and
- (e) the corrective steps taken/proposed to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE FOR HEALTH & FAMILY WELFARE(SHRI DINESH TRIVEDI)

(a)&(b) The claims made by the company on the product Amaze Brain Food relating to brain development in children were examined by an Expert group which concluded that claims are not supported by adequate scientific evidence and the claims made by the company are misleading. The company has been asked to amend the labels.

The Food (Health) Authorities of the State/ UT Governments have been requested to keep a strict vigil on the marketing of the product and take action as per Prevention of Food Adulteration (PFA) Rules, 1955.

(c) No.

(d) & (e): Do not arise.