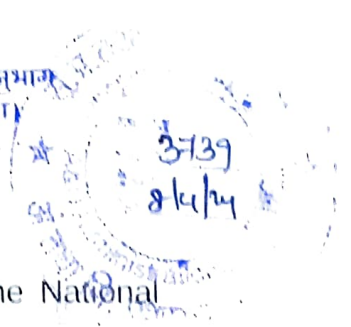


PRESS RELEASE Date 8/4/24

95548/2024

Dir (IP&T)
PRD3
8/4

This is for the information of the general public that the National Commission for Protection of Child Rights has taken into cognizance media reports relating to some of the health power drinks mainly Bournvita claiming as energy drinks containing high percentage of sugar and other harmful contents for the health of the children. The commission after its inquiry under section 14 of the CPCRA Act, 2005 has concluded that there is no "Health Drink" defined under the Food Safety and Standards (FSS) Act, 2006, Rules and Regulations and thus, has recommended that "No drink, beverages including Bournvita and other similar products should be sold under the category of "Health Drink" in stores/shops in the respective States/UTs.

Therefore, in this regard, the general public are hereby advised to refrain from buying drink/beverages including Bournvita claiming to be "Health Drink" as these ads are misleading.

Dy. Director (CS&CA) Rajesh Kumar

Date: 02-04-2024 10:21:03

Reason: Approved

ANDAMAN & NICOBAR ADMINISTRATION

निदेशालय नागरिक आपूर्ति एवं उपभोक्ता मामले

DIRECTORATE OF CIVIL SUPPLIES & CONSUMER AFFAIRS

Port Blair, dated 02nd April, 2024.

Copy to:-

1. The Director (IP&T), A&N Administration for kind information and