

## Nestlé India Commitment

Nestlé India Limited has signed a joint pledge with other major companies in India recently, making it their commitment to change food and beverage advertising to children under the age of 12 years in the country. Globally, Nestlé has in place strict policy guidelines regarding advertising to children, and by joining voluntary responsible advertising initiatives by the food and beverage industry Nestlé aims to support and promote good nutrition and a healthy lifestyle.

### **Nestlé Principles regarding Marketing and Communication to Children**

Nestlé Principles concerning appropriate communication with consumers are part of the Nestlé Corporate Business Principles.

The Nestlé Consumer Communication Principles are required reference points for all Nestlé marketing staff and advertising agencies globally, and are a must use when developing consumer communication. They include specific criteria for communication with children.

*(Attached: Nestlé Consumer Communication Principles)*

### **The Nestlé Nutrition Profiling System**

Nestlé's worldwide strategy is to offer products that have proven superiority in consumer taste preference and nutritional value. Nestlé continually invests in the innovation and renovation of its large portfolio of products both to enhance and communicate their taste and nutritional value.

In order to analyse the nutritional value of our products, in the context of a balanced diet, Nestlé has established a rigorous methodology based on public health recommendations and science. This is called The Nestlé Nutrition Profiling System and has been progressively applied across Nestlé's worldwide product portfolio. It covers a number of food and beverage product categories. It is a dynamic approach as the criteria are regularly reviewed by teams of nutrition experts and product specialists to incorporate the latest thinking and developments in Nutrition, Health and Wellness. Consequently, The Nestlé Nutrition Profiling System can evolve over time.

In the process, we use available recommendations for dietary intakes, issued by the World Health Organisation (2003) and the dietary reference intakes published by the US Institute of Medicine (2006) and/or local country values where appropriate.

The Nestlé Nutrition Profiling System works by profiling each individual food and beverage product against specific criteria. The criteria for each and every product are derived from four principles of assessment:

1. A consideration of the role of a product category in the overall diet
2. A consideration of specific nutritional factors pertinent to public health and essential nutritional contributions
3. A consideration of maximum and minimum non-compensatory, rigorous thresholds
4. A consideration of an individual serving as consumed

*(Attached: The Nestlé Nutrition Profiling System)*

#### **Contact Information**

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