



## **THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN**

**COMPANY NAME:** General Mills India Private Ltd. (**General Mills India**)

**DESCRIPTION OF CORE BUSINESS:** General Mills India has an innovative range of food products. Key brands in India include: Pillsbury (Chakki Fresh & Multi Grain Atta and Dessert Mixes), Betty Crocker Mixes, Green Giant, Nature Valley Crunchy & Chewy Granola bars and Häagen-Dazs ice-cream. General Mills India also has a vibrant Exports as well as a Bakeries & Food Service division.

### **STATEMENT OF COMPANY COMMITMENT:**

General Mills India is part of the worldwide General Mills Inc. group (**General Mills**). General Mills has a long-standing commitment to responsible advertising of food to children. We are committed to our mission of 'Nourishing Lives' and to assisting in improving the nutrition and fitness habits of families and children. Our mission is to make lives healthier, easier and richer – and we strive to bring that mission to life every day through our brands.

Because of the nature of our brands, we do not market to children under the age of 12 years in India, and currently have no plans of doing so. We do not market our products to children in schools, to school groups or through school groups.

### **MEDIA:**

This initiative applies to television, radio, print, cinema and third-party internet sites where the audience is predominantly ( $\geq 50\%$ ) children.

We make the following commitment:

While we do not advertise/ market to children less than 12 yrs in India, General Mills is committed to maintaining the highest standards for responsible advertising.

In those markets around the world where we do advertise on media primarily directed to children under 12, we follow specific nutritional guidelines. These include meeting a calorie threshold (175 or less per serving), limitations on sugar, sodium and fat, and requirements to increase nutrient density (for example, by providing a good source of whole grain, low-fat dairy, vegetables or vitamins).

If in the future we do advertise on programs directed to children primarily under 12 in India, we will only advertise those products that meet specific nutrition guidelines. These guidelines require that the products meet specific nutrition criteria based on accepted nutrition guidance and scientific evidence. The guidelines will be published on our website.

### **COMPLIANCE AND COMPLAINTS:**

We are committed to ensuring that we abide by the principles in this Company Action Plan and will implement appropriate internal guidelines for review of advertising.