

REPORT OF PFNDAI Webinar ON "CONNECTING RESPONSIBLY WITH CONSUMERS" - ADVERTISING & CLAIMS REGULATIONS:

BRIDGING THE GAP BETWEEN INDUSTRY & CONSUMERS,
Held Virtually On 22nd Jan 2021 At 3:00 Pm On Zoom Meeting Platform



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Committee PFNDAI, Co-Chair –
Mr Arijit Mazumder, Director RDQ
AMEA, Mondelez International.
Speakers: Dr Jasvir Singh - Reg, Sci
and Govt Affairs Leader, DuPont;
Ms Priyanka Virmani, Head,
Regulatory & Sci. Affairs, South
Asia Region, Nestle, Mr Zafar
Khan, Head, Scientific &

Regulatory Affairs, Mondelez &
Panel Members - Ms Nitika Vig,
Product Manager, Guardian GNC,
Ms Naaznin Husein, Ex President
Of IDA-Mumbai Chapter, Ms
Sangeetha Srinivasan, Vice
President, Strategy & Marketing,
Fermenta Biotech Limited, Ms
Arohi Bapna, Sr. Nutrition Scientist,
R&D, Zydus Wellness Product Ltd.

Protein Foods & Nutrition Development Association of India (PFNDAI) recently organized a webinar on Advertising & Claims regulations: Bridging the gap between Industry & Consumers which was supported by Mondelez International.

Dr J S Pai, the Executive director of PFNDAI in his welcome address welcomed all the Honorable speakers, Chair, Co-Chair, and Panelist for the 1st technical session of the Webinar series on Connecting Responsibly with Consumers.

Ms Swechha Soni, Manager Food & Nutrition, PFNDAI gave a warm welcome and invited the dignitaries of the session- Chair – Dr Joseph

Protein Foods & Nutrition Development Association of India
Presents a webinar on
PFNDAI "Connecting Responsibly with Consumers"
Session: Advertising & Claims regulations-
Bridging the gap between Industry & Consumers

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SNACKING MADE RIGHT

CHAIR
Dr Joseph Lewis
Food Regulatory Consultant

CO-CHAIR
Mr Arijit Mazumder
Regional Director: R & D
Mondelez Intl

SPEAKERS

Mr. Zafar Khan
Head-Scientific & Regulatory Affairs, Mondelez

Ms Priyanka Virmani
Head, Regulatory & Sci. Affairs South Asia Region, Nestle

Dr Jasvir Singh
Regulatory, Scientific & Government Affairs Leader- Dupont

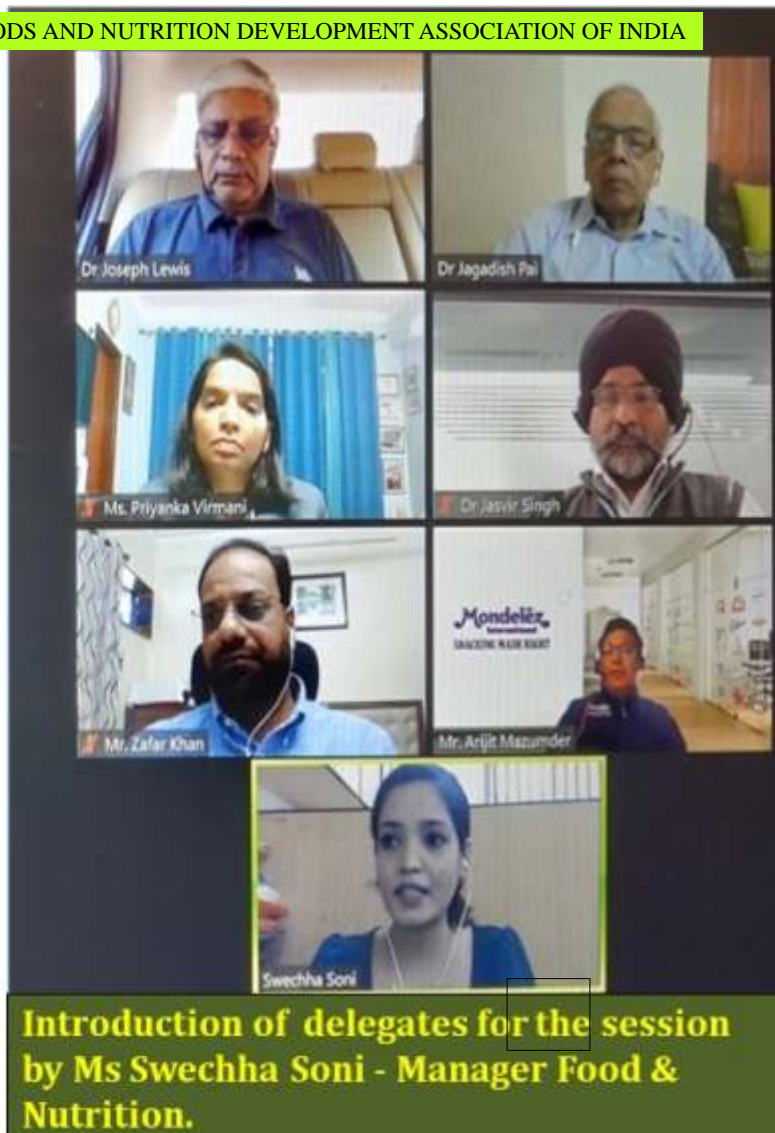
PANEL MEMBERS

Ms Nitika Vig
Product Manager
Guardian GNC

Ms Naaznin Husein
EX President Of IDA-
Mumbai Chapter

Ms Arohi Bapna
Sr. Nutrition Scientist, R&D
Zydus Wellness Product Ltd

Ms Sangeetha Srinivasan
President, Strategy & Marketing
Fermenta Biotech Limited



Ms Virmani presented on Changes in Regulatory Environment due to New Advertising & Claims regulations where she gave her overall view on what is Claims and Advertisement & what does it mean. Claims represent in a visual, audio, and printed manner and that emphasizes the qualities of products i.e. Origin, Nutritional Properties, and composition and that advertisement also is an extension of the claims, and the representation is made by any media like TV, digital, website in a creative way. She further spoke about the regulations given by FSSAI for (Advertising and Claims) and also spoke about the Pre Era. She also briefed about various types of claims and how does consumers perceive it.

Dr Jasvir Singh presented his views on the Strategies of effective communication with consumers regarding Nutrition Claims where he spoke about the processes and philosophy for which industry needs to work to make claims in a manner which is considered to be responsible for all stakeholders.

Dr Lewis in his opening remarks mentioned that food in our context is a personal & emotional matter & therefore communication through a label or a claim is sufficient to change consumer behavior. He also mentioned the Misleading and Misguidance happening through label claims.

Mr Mazumder gave his views on the Role of Advert and Claims. He mentioned that Claim is a science of a product that shows and gives information on the product's benefits and functional aspects of the product & advertisement is the art of the claims & converting the science into art and communicating that to the consumers and these both are equally important. He also mentioned about what are the functional and emotional aspects of any products in the views of consumers.



Chair for the session - Dr J I Lewis , Chairman Reg Affairs Committee - PFNDAI



Co-Chair for the session - Mr Arijit Mazumder, Regional Dir:R&D,Mondelēz Intl

Speakers for the Session : Dr Jasvir Singh, Regul, Sci & Govt Affairs Leader, DuPont
Ms Priyanka Virmani, Head, Regul & Sci Affairs, SA Region, Nestle
Mr Zafar Khan, Head, Sci & Regul Affairs, Mondelez



Dr. Jasvir Singh



Ms Priyanka Virmani

He also mentioned that there are very 2 different conflicting points i.e. is Sceptics View and Alternative view which

means Claims do have the potential to contribute to the achievement of public health objectives. He mentioned that Claims can also be looked at as a form of communicating science. He further spoke about the Responsible Claims: Guidance in FSS Act, 2006 under Section 23 of the Act: Packaging and labelling of foods and also about the Responsible Claims: Guidance in A&C Regulations, 2018. He also gave an insight into the claims strategy.

Mr Zafar Khan presented on Impact of Advertising & Claims on the buying choices of consumers where he briefed the audience about why is advertising needed and what is the business objective behind advertising any product, while talking about the business objective he mentioned about the aspects such as Category penetration, Brand penetration, Increase



Mr Zafar Khan

usage frequency, Increase usage volume. He also briefed about the process of advertising and the study of effects on advertising. At the end of his talk, he

mentioned that a creative & well-executed advertisement always has a great impact on the buying trends of the consumers; it claims to add great value and credibility.

The audience had some questions

that were addressed in brief details by all the speakers after their respective talks.

The presentations by the speakers were followed by a panel discussion conducted by Dr Joseph Lewis on - Advertising & Claims regulations: Bridging the gap between Industry & Consumers.

The panelists for the session were Ms Nitika Vig, Ms Naaznin Husein, Ms Sangeetha Srinivasan, and Ms Arohi Bapna. There were a few questions taken by the panel which included the RDA mentioned on labels, Nutritional content of products, Daily diet, Health benefits, and food quality and food safety. There was also a discussion on consumer behavior towards the different health products.

A short Q & A followed after the panel discussion addressing some of the queries raised by the audience. The webinar ended with a vote of thanks to all the Honourable Speakers, Sponsors, and the delegates by Ms Girija Damle.

Panel Discussion



Dr J S Pai



Dr Jasvir Singh



Ms Arohi Bapna



Ms Sangeetha Srinivasan



Ms Nitika Vig



Ms Naaznin Husein