



India Pledge: "We will change our food advertising to children."

The India Pledge is a commitment to change food and beverage advertising on TV, print, radio and internet to children under the age of 12 years in India.

Signatory companies have already or will implement company-specific voluntary measures by the end of 2010 in order to meet this objective. These voluntary measures are in support of parental efforts to promote healthy lifestyles.

The current participating companies are:

Coca-Cola India Inc.

General Mills India Private Limited

Kellogg India Private Limited

Nestlé India Limited

Mars International Private Limited

PepsiCo India Holdings Private Limited

Hindustan Unilever Limited

The above companies, representing a substantial part of the food and beverage advertising spend in India, will publish their specific advertising commitments during the course of 2010 on an India Pledge website (www.India-pledge.in) and will implement their commitments no later than 31st December 2010. In case of mergers or acquisitions, an adequate transition period will be allowed for the implementation of measures taken under this India Pledge.

Additionally, these companies agree to demonstrate that their specific commitments comply with the following minimum criteria:

- No advertising of products to children under 12 years, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. For the purpose of this initiative, "advertising to children under 12 years" means advertising to media audiences with a minimum of 50% of children under 12 years.



- No communication related to products in primary schools, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines, where specifically requested by, or agreed with, the school administration for educational purposes.

Pledge signatories will monitor commitments in a transparent, accountable and participative way. Independent compliance monitoring of the India Pledge will cover TV, print, radio and internet advertising and will start on 1st January 2011.

New Delhi, May 2010

Yours sincerely,

Atul Singh
President and CEO,
Coca-Cola India Inc.

Anindo Mukherji
Managing Director,
General Mills India
Private Limited

Anupam Dutta
Managing Director,
Kellogg India
Private Limited

Antonio Helio Waszyk
Chairman & Managing Director,
Nestle India Limited

Vikas Mittal
Managing Director
Mars International India
Private Limited

Sanjeev Chadha
Chairman - India Region,
Pepsico India Holdings
Private Limited

Nitin Paranjpe
Chief Executive Officer
Hindustan Unilever Limited