

## Ms Mili Bhattacharya, Director, Scientific and Regulatory Affairs, Coca-Cola India and South-west Asia

Ms Mili Bhattacharya, presented on **“Responsible Marketing of Processed Foods – Creating a Positive Consumer Experience and building Trust based on True value”**. Ms. Mili covered the role of processed foods in food and nutrition security, various food marketing disciplines and channels, the governance framework of food marketing in India including labelling, claims, and advertisement regulations, responsible marketing to children and other elements like sustainability, and the way forward focusing on multistakeholder engagement and evolving consumer needs. Key points include the importance of food processing for safety, quality, sustainable food systems, food and nutrition security, and economic growth. Food additives, ingredients, and technology play a major role, undergoing rigorous risk assessments. She also mentioned that food marketing is a multifaceted discipline encompassing market research, product development, pricing, promotion, distribution, digital marketing, and brand building. The governance framework in India includes the Food Act, Claims and Advertisement Regulations, Labeling regulations, and various other standards and acts. Diverse channels of food marketing are also discussed, along with the importance of truthful and transparent food labeling, valid claims, and authentic advertising substantiated by science. Integrated elements like sustainability, cultural connect, and responsible marketing to children are highlighted, with a focus on multistakeholder engagement, evolving consumer needs, and core values of truthfulness, fairness, and inclusivity in the way forward.

