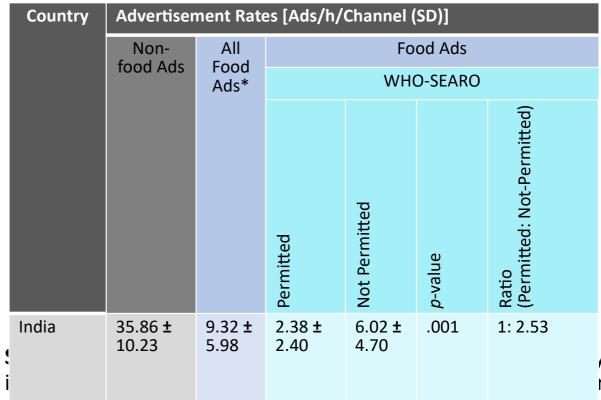
Extent and Nature of Unhealthy Food Advertisements on Indian Television

Naveen Kumar*, Tilakavati Karupaiah, Ong Gild Rick, Nidhi Yadav, Naresh K. Sharma, Vijay Pal Singh *Amity University Rajasthan, Jaipur–303002 (India), Email ID: nkft87@gmail.com

- Background: Food advertising significantly shapes children's food preferences. This study assesses the prevalence, nutritional quality, and content of food and beverage advertising on Indian television.
- Rationale/Objectives: The objective of this study is to document the extent of unhealthy food advertising on Indian television and identify the persuasive marketing strategies employed to promote such products.
- Methods/Analyses: We conducted a comprehensive analysis following the INFORMAS protocol, recording content from three of India's most popular TV channels for a total of 432 hours over three months, covering 4 weekdays and 4 weekends. Advertisements (ads) were categorized by product type, and nutritional quality was assessed using the WHO SEARO.

Results:



stricter regulations on unhealthy food advertising to children on television. Public health campaigns and education should counter this influence and promote healthier choices.