

Extent and Nature of Unhealthy Food Advertisements on Indian Television

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- **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:

Country	Advertisement Rates [Ads/h/Channel (SD)]					
	Non-food Ads	All Food Ads*	Food Ads			
			WHO-SEARO			
			Permitted	Not Permitted	p-value	Ratio (Permitted: Not-Permitted)
India	35.86 ± 10.23	9.32 ± 5.98	2.38 ± 2.40	6.02 ± 4.70	.001	1: 2.53

- **Conclusion:** The study highlights the need for stricter regulations on unhealthy food advertising to children on television. Public health campaigns and education should counter this influence and promote healthier choices.