

“As a company founded on offering nutritious breakfast choices, Kellogg has long been a leader in supporting health and well-being. Today, we have a comprehensive health and wellness strategy that guides our nutrition innovations, outlined in our Nutrition Milestones report which is aligned with the priorities in the World Health Organization’s Global Action Plan for the Prevention and Control of Non-Communicable Diseases. Kellogg Company launched its worldwide Global Breakfast Food Beliefs in 2015, with an ambition of reducing content of sugar and salt.

Specifically, by 2020 Kellogg India pledges to:

1. Reduce sugar in our ready-to-eat cereals on an average by 10 to 15 percent and
2. Reduce sodium in our ready-to-eat cereals on an average by 10 to 30 percent.

Additionally, we’re focused on closing the gap on hidden hunger and micro/macro nutrient deficiencies in emerging and developed markets. These two separate, but interrelated, aspects of public health are reflected in our food development and nutrition education work.

Kellogg adheres to high standards to responsibly market the foods. Our global commitments are outlined in our Worldwide Marketing and Communications Guidelines that also include the Kellogg Global Nutrient Criteria. We are also a signatory to the Marketing to Kids Pledge in India, part of our 20 such global, regional and country-specific responsible marketing pledges”



Mohit Anand
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