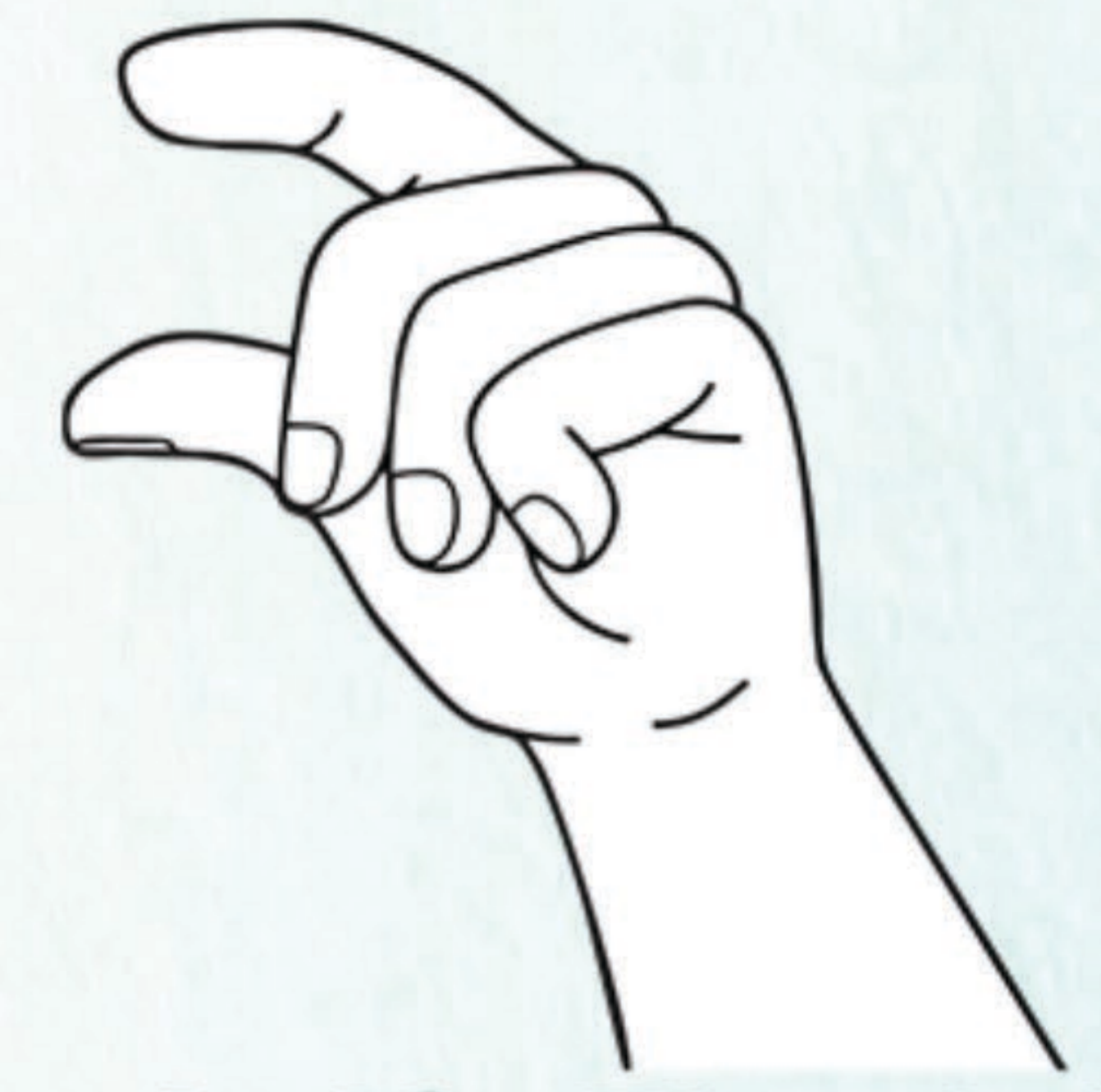


# Reduction of Fat, Salt and Sugar



#AajSeThodaKam

01

Aaj Se Thoda Kam campaign for consumers for healthy eating

02

Pledges by food businesses to reduce salt, sugar and fat content

03

Engagement with food professionals for healthy recipes

04

Engagement with scientists for reformulation into healthier products

## Resources



Guidance document

The Pink Book  
for homes



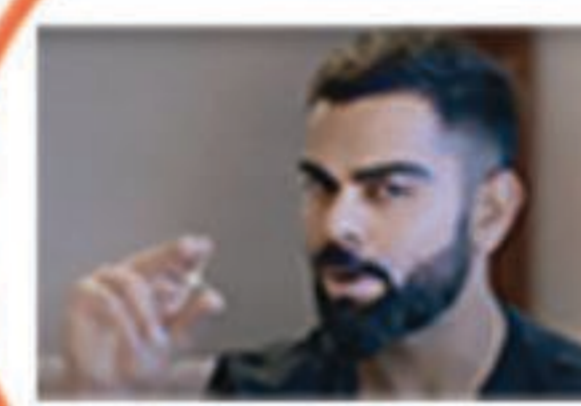
The Orange Book  
for campuses



The Yellow Book  
for schools



TVCs starring  
Virat Kohli and  
Rajkummar Rao



Videos



Posters

