

Malaika will not endorse paan masala anymore

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After successfully ensuring Sanjay Dutt stops endorsing tobacco products, the Maharashtra Association of Resident Doctors (MARD) in KEM Hospital has now converted another Bollywood celebrity.

It had sent Arbaaz Khan and his wife Malaika a letter, requesting her to stop endorsing Chaini Kaini, a paan masala product. "We had sent a letter to Malaika two days ago. If she did not respond in seven days, we had planned to conduct a silent protest outside her house. We are glad she called us within two days," said Dr Ravikant Singh, president of Doctors for You.

He added, "Gutkha works on surrogate advertisements. When a person goes to buy paan masala, he gets gutkha packets instead. This has been happening for a long time and we are fighting to stop such surrogate advertisements. Children are the major victims of this."

Arbaaz Khan also promised doctors that no one from the family would endorse any tobacco or paan masala product. The family will also join the medical fraternity in the 'Tobacco Free School' campaign.

Doctors for You had also written to the Brihanmumbai Electric Supply and Transport, asking it not to telecast advertisements for Chaini Kaini in its buses. Sanjay Potnis, BEST chairman, said, "Since Chaini Kaini is not a tobacco product, we are not going to withdraw it from our buses. We don't see any harm in promoting paan masala products."