



PRESS RELEASE

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Eleven million hits for the *Tigers* trailer as the film based on a Nestle baby milk whistleblower is premiered worldwide.

Over 11 million people have so far watched the [youtube trailer](#) for the eagerly awaited feature film *Tigers*, by Oscar-winning director **Danis Tanovic** (*"No Man's Land"*), co-written with **Andy Paterson** (*"Girl with a Pearl Earring"*, *"The Railway Man"*) which premieres worldwide today on the Zee5 platform and is currently showing in selected UK cinemas.

Tigers is based on the [true story](#) of a former Nestlé baby milk salesman in Pakistan called Syed Aamir Raza (played in the film by major Bollywood star **Emraan Hashmi**) taking on the industry with the help of IBFAN (the International Baby Food Action Network) when he realises that babies are dying as a result of his work pressuring doctors to promote formula.

(Photo: Baby Milk Action – Shafqat (Aamir's wife) accepts flowers from Emraan Hashmi, next to Aamir, at the presentation of the film at the Toronto International Film Festival).

A Zee Original film, *Tigers* plays on the Zee5.com platform and will later be shown on the Zee TV channel. Cinema screenings of *Tigers* are taking place across the UK alongside the digital launch.

The film dramatises how Aamir (called "Ayan" in the film) was a successful – and well paid – baby milk salesman with the transnational company (called "Lasta" in the film), until he saw a dying baby that had become sick after being denied the protection its mother's breastmilk would have given. Aamir resigned his job and then worked to expose the unethical practices used to persuade doctors to push formula, even to mothers in poor conditions without access to safe water or adequate sanitation.

Aamir said: 'The mission we began in Pakistan was on a very small scale, but thanks to the filmmakers it has come into a very powerful medium to reach people all around the world. I am grateful to everyone who worked on this film and made it possible. It is amazing that millions of people have already watched the trailer and I hope many, many millions of people will watch the full film and then take action to support IBFAN and stop unethical marketing. While it is, of course, a dramatisation, it very accurately portrays the situation my family and I lived through and the practices I realised needed to end to save babies' lives.'

Mike Brady, who worked with Baby Milk Action's IBFAN partners in Pakistan to bring Aamir's evidence to a global audience, said: "Co-writers Danis and Andy have done an amazing piece of

work. Tigers accurately captures the tension of these true events when we were trying to bring Aamir's evidence of marketing malpractice to public attention in a way that would keep him safe. With a deft touch they also show the power of corporations and the challenges campaigners and journalists face in exposing them. Tigers will grip you whether you are interested in the baby milk issue or not."

Patti Rundall OBE, Baby Milk Action Policy Director, said: *"IBFAN produces monitoring reports with documentary evidence showing that Nestlé and other baby milk companies continue to put their own profits before infant health. Infant formula is a legitimate product, but it should be marketed responsibly, in accordance with international marketing standards agreed by the World Health Assembly. Tigers is a powerful way to show the reality behind these practices. It is particularly important that its digital premiere is on an Indian channel – just this week Nestlé cancelled a sponsored event targeting paediatricians after our IBFAN colleagues in India raised concerns over the conflicts of interest. Sponsorship is a favoured way for companies to co-opt health professionals and I hope they will be challenged to resist such tactics after they watch Tigers.*

"Over the years it is a real achievement that the number of babies who die because they are bottle fed has reduced from 1.4 million a year to 883,000. There are many reasons for this change including better access to health care alongside more controls on the harmful marketing of baby feeding products. However, the world is still a cruel and unequal place for children. 2.5 billion people, more than one third of the world's population, have no adequate sanitation. In any part of the world artificial feeding increases the risk of infection, but in these conditions it can be a matter of life and death. It's appalling that all the monitoring reports show that Nestlé and other baby milk companies continue to mislead parents – just so they can make more money." (1)

Aamir currently lives in Toronto with his family. When Tigers was shown at the Toronto International Film Festival, Aamir was presented with a letter from the Canadian Government by the then Minister for Multiculturalism, Jason Kenney, which said in part:

"The account of Mr. Raza's principled stand in defence of the health of babies and their families is one that deserves to be told, and one which reflects the best of Canadian values...."

"As Minister for Multiculturalism, I would like to commend you for your bravery and to thank you for sharing your story with the world."

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(1) [Marketing of breast-milk substitutes: national implementation of the international code: status report 2018](#) The biennial update on the legal status of the International Code of Marketing of Breast-milk Substitutes was published by WHO in collaboration with UNICEF and IBFAN in May 2018 documents that 136 out of 194 countries had some form of legal measure in place covering all, many or few provisions of the Code. Thirty-seven of the countries prohibit manufacturers and distributors from sponsoring meetings of health professionals and scientific meetings, but in only 14 countries are manufacturers and distributors prohibited from using health facilities to host events, contests or campaigns.