

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS
INDIA

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Shri Ashwini Vaishnaw
Cabinet Minister
Minister for Railways; Information & Broadcasting; and Electronics &
Information Technology
Government of India
Room no 23072,
Kartavya Bhawan 2, New Delhi – 110 001

Respected Minister,

I am writing from People for the Ethical Treatment of Animals India (PETA India) on behalf of our over two million members and supporters to urge the Ministry of Information and Broadcasting to prohibit advertisements for meat. As Gandhi Jayanti (2 October) approaches, in respect of Mahatma Gandhi's vision of *ahimsa* for animals and nature, we urge that billboard, television, online and other advertisements of any kind on foods made from dead animals be prohibited in India starting from Gandhi Jayanti. Abroad, Amsterdam and its neighbour, Haarlem, already prohibit advertisements on meat. Utrecht and Nijmegen have followed their lead by restricting meat (and in Nijmegen also dairy) advertising on municipal billboards. And in India, Prime Minister Narendra Modi was celebrated for showcasing delicious, meat-free Indian and international cuisine to world leaders at the BRICS Summit.

There are many good reasons for this:

- Gandhi ji advocated that meat-free meals spare animals immense suffering. In today's meat, egg, and dairy industries, billions of animals are raised in vast warehouses in severe confinement. As PETA India reveals in our video exposé "Glass Walls", chickens killed for meat are often shackled upside down before their throats are slit. Cows and buffaloes are crammed into vehicles in such large numbers that their bones often break before they're dragged off to the slaughterhouse. Pigs are stabbed in the heart as they scream. On the decks of fishing boats, fish suffocate or are cut open while they're still alive.
- Animal agriculture is among the most environmentally destructive industries on Earth, and so directly linked to disasters like the recent Nepal and Bihar floods. The United Nations Food and Agriculture Organisation (FAO) attributes approximately 14.5% of all human-induced greenhouse gas (GHG) emissions to meat, egg, and dairy production and related systems, while cows and buffaloes used for meat, dairy and leather in India account for 14% of global livestock emissions, particularly methane.

Entities:

- PETA US
- PETA Asia
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (UK)

Registered Office:
F-110, First Floor, Jagdamba Tower
Plot No 13, Community Centre
Preet Vihar, New Delhi
Delhi 110092

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- Diet related diseases are skyrocketing in India, like heart disease, diabetes, stroke, certain cancers and obesity. Young people in India are among the hardest hit. Approximately 25% of all heart attacks in Indian men occur under the age of 40. The Academy of Nutrition and Dietetics, the world's largest organization of food and nutrition professionals, advises “vegetarians and vegans are at reduced risk of certain health conditions, including ischemic heart disease, type 2 diabetes, hypertension, certain types of cancer, and obesity”.
- Globally, an estimated 73% of all antimicrobials, including antibiotics, are used in farmed animals. Overusing these drugs in animals raised for food fuels antimicrobial resistance, making infections in humans harder to treat. At the current rate, antimicrobial resistance is expected to cause 2 million deaths in India annually by 2050.
- Scientists continue to warn of the risk of a bird flu pandemic. Avian influenza (H5N1), which spreads on chicken farms and live poultry markets, is adapting to mammalian hosts, like cows. The US Centres for Disease Control and Prevention warns that H5N1 has historically had around a 50% mortality rate in humans. Other zoonotic diseases related to animals killed for food include swine flu, SARS and likely Covid-19.

India has influenced the world to be kind to animals and the environment through meat-free eating for centuries. Today, India has the largest vegetarian population in the world, while 10% of Indians identify as vegan. Prohibiting advertisements for meat in public spaces across India is for many reasons, the need of the hour, and would be a meaningful and lasting way to honour Gandhi ji's enduring vision of ahimsa.

We would welcome the opportunity to meet with you to discuss this matter further. I may be reached at (0) 96192 64382 or via email at kirana@petaindia.org.

Sincerely,



Dr Kiran Ahuja
Senior Manager of Vegan and Corporate Projects
PETA India

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