

**GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:2821
ANSWERED ON:10.05.2006
DEROGATORY DEPICTION OF INDIAN GODDESS
Paraste Shri Dalpat Singh

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

- (a) whether a liquor advertisement in the US has allegedly depicted an Indian Goddess in a derogatory manner as reported in the Times of India dated February 14, 2006;
- (b) if so, the facts of the matter reported therein;
- (c) whether the matter has been raised with the concerned authorities; and
- (d) if so the outcome thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI ANAND SHARMA)

(a)-(d) In January-February 2006, a company named Diorama, promoting Southern Comfort whisky in Greece, used images of Goddess Durga in a manner that offended Hindu sentiments and evoked strong protests by Hindu organizations in Europe to the manufacturer of the whisky, M/s Brown-Foreman. Following these protests, Brown-Foreman promptly withdrew the offending image and admitted that they had inadvertently `made a terrible mistake`, not realizing that it was the image of a Hindu Goddess.