

T-11012/11/2020-DCC
Government of India
Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy
(AYUSH)

NBCC Office Block-3, 2nd Floor
East Kidwai Nagar, New Delhi-110023

Dated: 19.01.2021.

Advisory

Subject: Prohibition of misleading advertisement and claims of classical/Shastriye Ayurvedic, Siddha and Unani (ASU) drugs- reg.

Whereas Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Drugs & Cosmetics Rules, 1945 have prescribed provisions for prohibition of misleading advertisements and claims of ASU drugs along with penalty provisions for the defaulters;

Whereas ASU drugs defined under Section 3(a) of the Drugs & Cosmetics Act, 1940 are manufactured for sale under license in accordance with the formulae described in the authoritative books specified in the First Schedule to the Act and are widely consumed by the public due to their tradition of use and time-tested effectiveness;

Recently certain instances of ambiguous statements and unfounded claims to denigrate classical/shastriye ASU drugs have been brought to the notice of Central Government, which tantamount to be misleading to the public and appear to be in contravention of the legal provisions for prohibition of advertisement of drugs as well as desist public from consuming such ASU formulations;

In view of the above, all the ASU drug manufacturers in the country are hereby advised not to make and publicize any inappropriate statement or misleading claim against classical/shastriye ASU drug and the State/UT Licensing Authorities/Drug Controllers may take necessary action on the instance of denigrating classical ASU formulation in terms of its name and use amounted to misleading in nature under the provisions of Drugs and Magic Remedies Act (Objectionable Advertisement), Act, 1954 and Drugs & Cosmetics Rules, 1945.



(Dr. D. C. Katoch)

Adviser (Ayurveda) and Head, Drug Policy Section.

To,

- (1) All the State Licensing Authorities for Ayurvedic, Siddha and Unani Drugs.**
- (2) All Ayurvedic, Siddha and Unani Drug Manufacturers.**