

Press Note

Press Note No. 85/DCA/2025

Date: 22-11-2025

Mandatory Display of PvPI QR Code and Toll-Free Number at Retail Medical Shops / Pharmacies and Wholesale Medical Shops for Adverse Drug Reaction (ADR) Reporting by the Public

The Drugs Control Administration, Telangana, hereby informs all **Retail Medical Shops / Pharmacies and Wholesale Medical Shops** and the **general public** that, as part of the nationwide initiative to strengthen patient safety and pharmacovigilance, the **Pharmacovigilance Programme of India (PvPI)** has mandated the **display of the Designated QR Code and Toll-Free Number** for reporting Adverse Drug Reactions (ADRs) by the public.

If the public experience or suspect any adverse event after taking a medicine, they are requested to report it through the following modes: **the PvPI QR Code displayed at medical shops or the PvPI toll-free number.**

Instructions to All Retail Medical Shops / Pharmacies and Wholesale Medical Shops

1. The designated **PvPI QR Code (as attached)** shall be mandatorily displayed at a prominent, visible location in every retail and wholesale medical shop premises.
2. The **PvPI Toll-Free Number — 1800-180-3024** — must also be displayed *alongside* the QR Code.

3. Pharmacies shall ensure that the **QR Code** is clear, unobstructed, and easily accessible to public.
4. This mechanism will enable quick and seamless reporting of Adverse Events/Adverse Drug Reactions (AE/ADR) through the indigenous PvPI Adverse Drug Reaction Monitoring System (ADRMS).

Public Awareness

The public is encouraged to actively participate in enhancing drug safety.

- By scanning the **QR Code** displayed at any medical shop/pharmacy, individuals can instantly report any suspected adverse reaction to medicines.
- Reports made through this system directly support the national efforts to detect, assess, and prevent drug-related risks.
- The public may also use the **PvPI Toll-Free Number (1800-180-3024)** to report Adverse Events/Adverse Drug Reactions (AE/ADR).

Ensuring robust **Adverse Drug Reaction (ADR) reporting** is essential for safeguarding public health and reinforcing the drug safety surveillance framework in India.

The Drugs Control Administration, Telangana, directs all pharmacies in the State to adhere to this new measure and requests the support of the public in fostering a safer and more vigilant healthcare environment by reporting Adverse Events/Adverse Drug Reactions through the QR Code or the toll-free number.

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