

Press Release

A) Drugs Control Administration, Telangana seized 'EZEE-GO Pain Oil,' an Ayurvedic medicine, in Alair, Yadadri-Bhuvanagiri District for making misleading advertisement that it treats 'Rheumatism' (inflammation, stiffness, and pain in the joints or muscles).

B) In a separate event, Drugs Control Administration, Telangana seized overpriced anti-migraine medicine 'FREZINE-10 Tablets**' (Flunarizine Tablets 10 mg) at Nizamabad – MRP indicated is very high compared to the Ceiling Price fixed for the product by the Central Government.**

C) In a separate event, Drugs Control Administration, Telangana raided a quack's clinic and seized drugs stocked for sale at Chinna Gollapally Village, Shamshabad Mandal, Ranga Reddy District

A) Seizure at Alair, Yadadri-Bhuvanagiri District for making misleading advertisements:

The details are as follows:

Drugs Control Administration, Telangana officials, detected an ayurvedic medicine '**EZEE-GO Pain Oil**' moving in the market with **misleading claim on its labels** that it treats '**Rheumatism**' (inflammation, stiffness, and pain in the joints or muscles), which is a contravention of the **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.**

Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 prohibits advertisement of certain drugs for treatment of certain diseases and disorders. No person shall take part in publication of advertisement regarding the diseases/disorders indicated under Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

During the special drive conducted by DCA on 22nd February, 2024 to detect medicines moving in the market with misleading and objectionable advertisements, **DCA Nalgonda officials** detected '**EZEE-GO Pain Oil**', **Manufactured by:** Ruhani Herbals, Plot No. 362, Phase 9, Industrial Area, Mohali, Punjab. **Marketed by:** SwisscheM Health Care, Mumbai. The label of the product bears a **misleading claim** stating that it is '**Useful in inflammation degenerative forms of rheumatism**'.

The said ayurvedic medicine was detected by DCA officials at Sri Srinivasa Medical and General stores, Alair, Yadadri-Bhuvanagiri District. Stocks were seized during the raid.

Advertisement of a medicine for treatment of '**Rheumatism**' is prohibited under **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954**.

Sri. K. Dass, Assistant Director, Nalgonda, Sri. J. Ashwin Kumar, Drugs Inspector, Yadadri-Bhuvanagiri and Sri. K. Someshwar, Drugs Inspector, Nalgonda are among the officers who carried out the raid.

Further investigation shall be carried out and action shall be taken as per the law against all the offenders.

Persons who make misleading advertisements regarding drugs for treatment of certain diseases and disorders are punishable under Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, with imprisonment which may extend to six months, or with fine, or with both.

Photographs of the product seized for making misleading advertisement



B) Seizure of overpriced anti-migraine medicine 'FREZINE-10 Tablets' (Flunarizine Tablets 10 mg) at Nizamabad:

The details are as follows:

Drugs Control Administration officials seized 'FREZINE-10 Tablets' (Flunarizine Tablets 10 mg) on 22nd February, 2024 at Nizamabad.

The product Flunarizine Tablets 10 mg sold under brand name 'FREZINE-10 Tablets' is under price control as per Drugs (Prices Control) Order, 2013 and the price of product shall be in accordance with the 'Ceiling Price' fixed by National Pharmaceutical Pricing Authority (NPPA), Government of India.

The product '**FREZINE-10 Tablets' (Flunarizine Tablets 10 mg)** of B. No: SVT-C1361, Mfg. Dt. 11/2023 Exp. Dt. 10/2025 **Manufactured by:** Siddhi Vinayak Industries, Sirmour, Himachal Pradesh. **Marketed by:** Narbax Healthcare, RC Puram, Bhel, Hyderabad, Telangana, **bears MRP as Rs. 99 for 10 tablets on the label of the product (i.e. Rs. 9.9 for one tablet)** which is a violation of Drugs (Prices Control) Order, 2013.

The Ceiling price fixed by the Central Government for the product "Flunarizine Tablets 10 mg" is **Rs. 4.82 for one tablet (Ceiling Price)**.

Hence Maximum Retail Price (MRP) i.e. including GST 12 % should not be more than **Rs. 5.39 for one tablet (MRP=Ceiling Price+GST)**

The firm overpriced the product. Firm charged **excess of Rs. 4.51/- for one tablet (i.e. 83.67% excess)**, which is a violation of **Drugs (Prices Control) Order, 2013**.

Worth of the stock seized during the raid is Rs.11,880/-.

Sri. N. Narasiah, Assistant Director, Nizamabad and Sri. V. Srikanth, Drugs Inspector, Nizamabad Urban are among the officers who carried out the raid.

Further investigation shall be carried out and action shall be taken as per the law against all the offenders.

The prices of Essential Medicines shall be in accordance with the Ceiling Prices fixed by the Central Government. Overpricing of essential medicines is a violation under Drugs (Prices Control) Order, 2013 and stringent action shall be taken as per the law against violators.

Photographs of the Product Seized for Price Violation



C) Seizure carried out at a quack's clinic in Chinna Gollapally Village, Shamshabad Mandal, Ranga Reddy District

The details are as follows:

On credible information, Drugs Control Administration officials, on 22nd February, 2024 raided the premises of a quack Bakthi Pradeep, at D. No: 3-19, Chinna Gollapally Village, Shamshabad Mandal, Ranga Reddy District, who was claiming himself as a 'Rural Medical Practitioner' and practicing medicine without proper qualification at his clinic 'Sri Sai Clinic'.

During the raid, DCA officials detected huge stocks of medicines found stocked at the premises without any drug license. 20 varieties of medicines,

including antibiotics, analgesics, cough syrups, anti-ulcer drugs, antihypertensives, etc., were found stocked at the premises. DCA officials seized the stock, worth a total of Rs. 20,000 during the raid.

DCA officials detected several higher generation 'antibiotics' at the clinic during the raid. Indiscriminate sale of antibiotics, by an unqualified person may have disastrous consequences on the health of public, including emergence of **'Antimicrobial Resistance'**.

Sri. K. Anvesh, Drugs Inspector, Shabad, Smt. D. Swetha Bindu, Drugs Inspector, Gandipet and Smt. A. Shylaja Rani, Drugs Inspector, Serilingampally are among the officers who carried out the raid.

DCA officers lifted the samples for analysis. Further investigation will be carried out, and action will be taken as per the law against all the offenders.

Wholesalers/Dealers who supply medicines to such unqualified persons, who are stocking and selling drugs without a drug license, are also punishable under the Drugs and Cosmetics Act, and stringent action shall be taken against such Wholesalers/Dealers. Wholesalers/Dealers shall mandatorily ensure that the recipient entities hold a valid drug license before supplying medicines to them.

The Drugs Control Administration, Telangana, issues drug licenses for the stocking and selling of medicines in accordance with the provisions of the Drugs and Cosmetics Act. **Stocking drugs for sale without a drug license is punishable under the Drugs and Cosmetics Act, with imprisonment for up to five years.**

Surprise checks are intensified on such unqualified persons who are engaged in stocking and selling drugs without any drug license. Stringent action will be taken as per the law against violators.

The public may report any complaints regarding illegal activities concerning medicines through the **Drugs Control Administration, Telangana Toll-Free Number 1800-599-6969**, which is operational from 10:30 am to 5:00 pm on all working days.

Date: 23-02-2024

V.B. KAMALASAN REDDY, IPS

DIRECTOR GENERAL

A) Photograph of Seizure carried out at Alair, Yadadri-Bhuvanagiri District for making misleading advertisements:



B) Photograph of Seizure of overpriced anti-migraine medicine 'FREZINE-10 Tablets' (Flunarizine Tablets 10 mg) at Nizamabad



C) Photograph of Seizure carried out at a quack's clinic in Chinna Gollapally Village, Shamshabad Mandal, Ranga Reddy District

