

Press Note

Drugs Control Administration, Telangana seized '**DICLOJAN Forte Tablets (Diclofenac Sodium & Paracetamol Tablets),'** in Aiza Village, Jogulamba-Gadwal District, for making a **misleading advertisement** claiming it treats '**fever**'.

Fever is indeed a symptom, typically indicating that the body is fighting off an infection or some other underlying condition. Medicines such as '**Paracetamol**' can help to alleviate discomfort associated with fever, but they don't directly address the underlying cause of the fever.

Hence medicines, including Paracetamol, **cannot claim that they treat 'fevers' in general,** as they don't cure the underlying condition responsible for the fever.

The details are as follows:

Drugs Control Administration, Telangana officials, detected a medicine '**DICLOJAN Forte Tablets**' (Diclofenac Sodium & Paracetamol Tablets), circulating in the market with **misleading claim on its label** that it treats '**fever**', 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 the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

During the special raids conducted on 24th and 25th April, officials from the Drugs Control Administration, Mahabubnagar Zone, detected '**DICLOJAN Forte Tablets**' (Diclofenac Sodium & Paracetamol Tablets) Manufactured by: Kshipra Drugs Pvt. Ltd., # 40-41/22-B, Industrial area No. 1, Dewas- 455001, Madhya Pradesh, Marketed by: JANKEM Life Science, # 9/B, Parasram Marg, Gandhi nagar-

453112, Gujarat. The label of the product bears a **misleading claim** stating that it is indicated for the treatment of '**fever.**'

The said medicine was detected by DCA officials at a medical shop situated in Aiza Village, Aiza Mandal, Jogulamba-Gadwal District. Stocks were seized during the raid.

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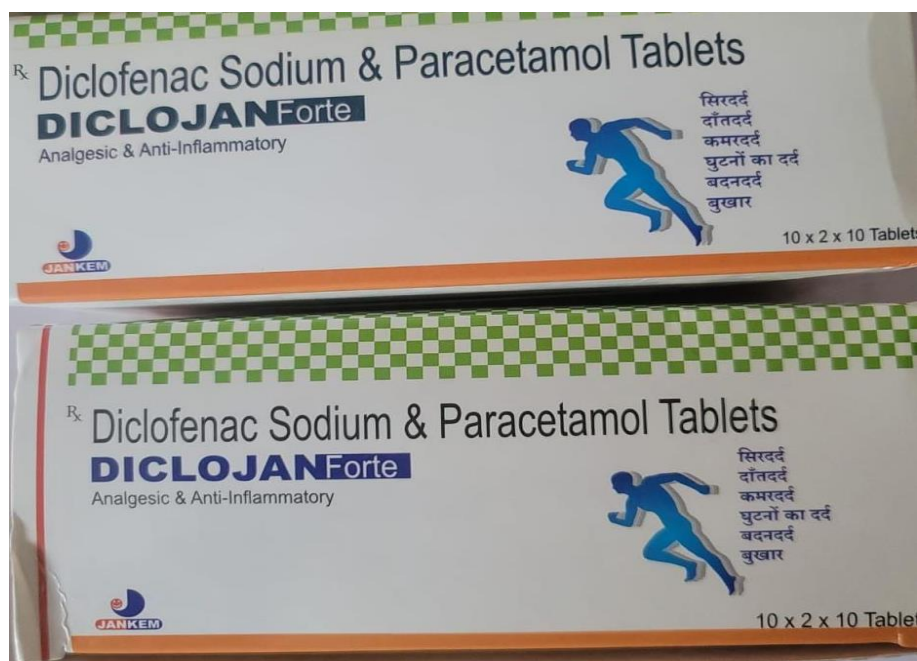
Medicines such as 'Paracetamol' can help to alleviate discomfort associated with fever, but they don't directly address the underlying cause of the fever. Hence medicines, including Paracetamol, cannot claim that they treat 'fevers' in general, as they don't cure the underlying condition responsible for the fever.

The advertisement of a medicine for the treatment of '**fever**' in general is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Sri. Mohd. Rafhi Shaik, Drugs Inspector, Gadwal and Sri. A.N. Kranthi Kumar, Drugs Inspector, Narayanpet 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.

Photograph of the product seized for making misleading advertisement



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.

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: 25-04-2024

V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL

Photograph of Seizure carried out at Aiza Village, Jogulamba-Gadwal District for Misleading Advertisement