

Press Note

Drugs Control Administration, Telangana seized '**Mahasudarshan Kadha Prawahi**', an Ayurvedic medicine, in Wanaparthy, for making a **misleading advertisement** claiming it treats '**all kinds of fevers**'.

The details are as follows:

Drugs Control Administration, Telangana officials, detected an Ayurvedic medicine 'Mahasudarshan Kadha Prawahi', circulating in the market with **misleading claim on its label** that it treats 'all kinds of fevers', 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 10th May, officials from the Drugs Control Administration, detected 'Mahasudarshan Kadha Prawahi' Manufactured by: Shri Sharma Ayurved Mandir, Datia, Madhya Pradesh. The label of the product bears a **misleading claim** stating that it is indicated for the treatment of '**all kinds of fevers**'.

The said medicine was detected by DCA officials at a medical shop in Wanaparthy. Stocks were seized during the raid.

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

Smt. A. Rashmi, Drugs Inspector, Wanaparthy and Smt. Sk. Rabiya, Drugs Inspector, Mahbubnagar 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: 11-05-2024

V.B. KAMALASAN REDDY, IPS

DIRECTOR GENERAL

Photograph


