

Press Note

A) Drugs Control Administration, Telangana seized two overpriced medicines
– The MRP indicated is very high compared to the Ceiling Price fixed for the product by the Central Government.

- a) Vasfin-O 5gm Ointment (Mupirocin Ointment 2% w/w) at Beeramguda, Ameenpur Village, Sangareddy District.
- b) Itracop-200 Capsules (Itraconazole Capsules 200 mg) at Malkajgiri, Medchal-Malkajgiri District.

B) In separate events, Drugs Control Administration, Telangana seized certain medicines due to misleading advertisements:

1. **Sufat-O Suspension** an allopathic medicine, claimed to treat '**Peptic Ulcers**' seized in Nagarkurnool.
2. **REST N COLD Tablets**, an allopathic medicine, claimed to treat '**Fever**' seized in Nizamabad.

A) Seizure of overpriced medicines

The details are as follows:

During the raids conducted on 22nd and 23rd May, 2024 Drugs Control Administration officials **seized two overpriced medicines:** Vasfin-O 5gm Ointment (Mupirocin Ointment 2% w/w) at Beeramguda, Ameenpur Village,

Sangareddy District and ITRACOP-200 Capsules (Itraconazole Capsules 200 mg) at Malkajgiri, Medchal-Malkajgiri District.

The product Mupirocin Ointment 2% w/w sold under brand name 'Vasfin-O 5gm Ointment' and the product Itraconazole Capsules 200 mg sold under the brand name 'Itracop-200 Capsules' are under price control as per Drugs (Prices Control) Order, 2013 and the price of the products shall be in accordance with the 'Ceiling Price' fixed by National Pharmaceutical Pricing Authority (NPPA), Government of India.

The details of the products seized for price violation are as follows:

Product details	Vasfin-O 5gm Ointment (Mupirocin Ointment 2% w/w) of B:No: E3K001F Mfg. Dt.: 11/2023, Exp. Dt.: 10/2025, Manufactured by: M/s. Dermiderm Biotech Pvt. Ltd., Alipur, Barwala, Haryana. Marketed by: Vityl Pharmaceuticals Pvt. Ltd., Hyderabad.
MRP indicated on the label of the product	<u>MRP Rs. 140 for 5 gm tube</u>
Ceiling price fixed by the Central Government for the product "Mupirocin Ointment 2% w/w"	Rs. 20.29 per 1gm i.e Rs. 101.45 per 5gm tube
Maximum Retail Price (MRP) i.e. including GST 12 % should not be more than (MRP=Ceiling Price+GST)	Rs. 113.6 per 5gm tube
Excess Price Charged in violation of Drugs (Prices Control) Order, 2013	Rs. 26.40/- per 5 gm tube

Product details	Itracop-200 Capsules (Itraconazole Capsules 200 mg) of B. No.: C-3128, Mfg. Dt: 06/2023, Manufactured by: M/s: Zenith Drugs Pvt Ltd, 72/5, Muradpura(Orangpura), Dhar Road, Near Kalaria, Indore-453001, Madya Pradesh. Marketed by: M/s. Rhon-Poule Lifescience, Indore.
MRP indicated on the label of the product	<u>MRP Rs. 285.00 per 10 Capsules on the label of the product</u>
Ceiling price fixed by the Central Government for the product “Itraconazole Capsules 200 mg”	Rs. 22.12 for one capsule
Maximum Retail Price (MRP) i.e. including GST 12 % should not be more than (MRP=Ceiling Price+GST)	Rs. 24.77 for one capsule
Excess Price Charged in violation of Drugs (Prices Control) Order, 2013	Rs. 37.3 excess for 10 capsules

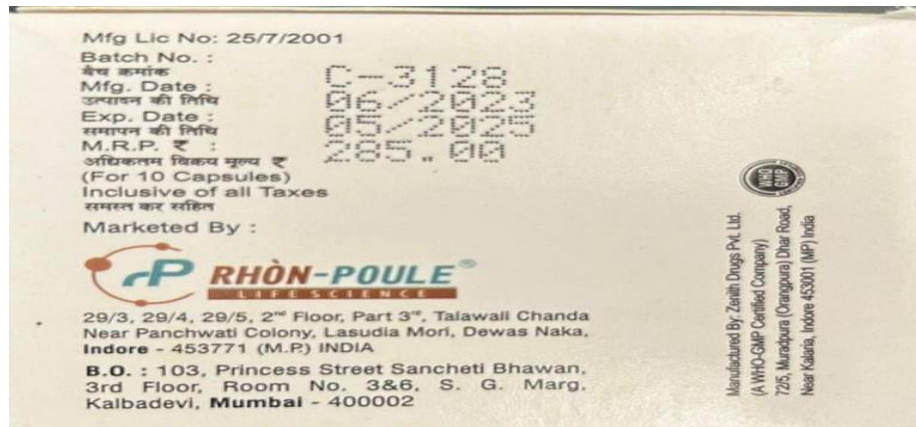
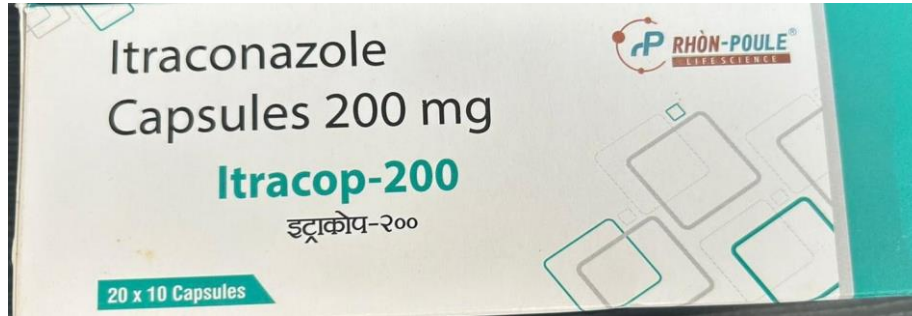
Photographs of the Products Seized for Price Violation

a) Vasfin-O 5gm Ointment





b) Itracop-200 Capsules



Sri. G. Srikanth, Drugs Inspector, Bollaram, Ms. P. Sravanthi Reddy, Drugs Inspector and Smt. P. Renuka, Drugs Inspector are among the officers who carried out the raid at Beeramguda, Ameenpur Village, Sangareddy District.

Sri. K. Murali Krishna, Drugs Inspector, Malkajgiri, Sri. T. Shiva Teja, Drugs Inspector, Kapra and Sri. M. Surendranath, Drugs Inspector are among the officers who carried out the raid at Malkajgiri.

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.

B) Seizure of drugs for misleading advertisements:

The details are as follows:

Drugs Control Administration, Telangana officials, detected certain medicines circulating in the market with misleading claims on their labels, stating that they treat '**Peptic Ulcers**' and '**Fever**'. Such claims are in 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 on 22nd & 23rd May to detect medicines moving in the market with misleading and objectionable advertisements, the following products were detected by DCA officials:

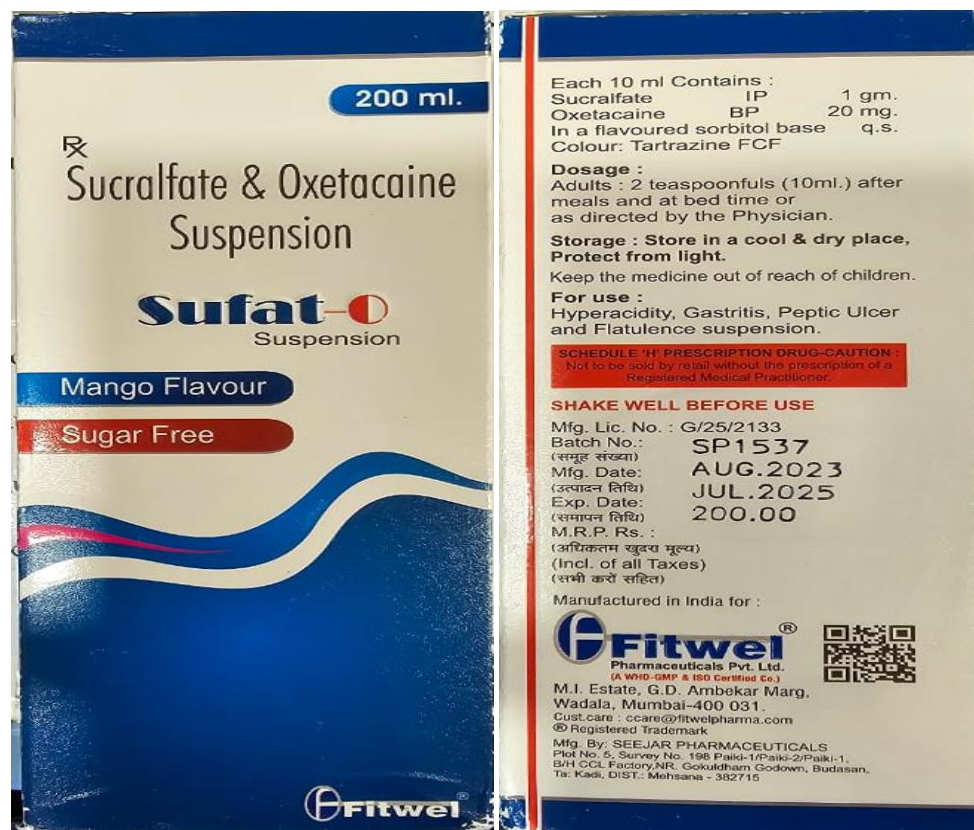
Drugs Inspector, Nagarkurnool detected **Sufat-O Suspension**, an allopathic medicine, **Manufactured by:** Seejar Pharmaceuticals, Mehsana, Gujarat. **Marketed by:** Fitwell Pharmaceuticals Pvt. Ltd., Wadala, Mumbai. The product label bears a **misleading claim** stating that it treats '**Peptic Ulcers**'.

Stocks of the medicines were seized during the raid conducted at a medical shop in Nagarkurnool.

Drugs Inspector, Nizamabad Rural detected **REST N COLD Tablets**, an allopathic medicine, Manufactured by: Danish Healthcare Pvt. Ltd., Ujjain, Madhya Pradesh. The product label bears a **misleading claim** stating that it treats **'Fever'**. Stocks of the medicines were seized during the raid conducted at a medical shop in Nizamabad.

Advertising a medicine for the treatment of **'Peptic Ulcers'** and **'Fever'** is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Photographs of the products seized for making misleading advertisements





Sri. G. Ravi Kiran, Drugs Inspector, Nagarkurnool and Smt. R. Srilatha, Drugs Inspector, Nizamabad Rural are among the officers who carried out the raids. 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.

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: 23-05-2024

V.B. KAMALASAN REDDY, IPS

DIRECTOR GENERAL

Photographs of Seizures conducted for Price Violations



Photographs of Seizures conducted for Misleading Advertisements

