

## GOVERNMENT OF TELANGANA DRUGS CONTROL ADMINISTRATION



### **Press Note**

Drugs Control Administration, Telangana seized certain medicines due to misleading advertisements:

- 1. Ortho Win Gold Oil, an Ayurvedic medicine, claimed to treat 'Pneumonia' seized in Gandipet, Rangareddy District.
- 2. Amla Juice, an Ayurvedic medicine, claimed to treat 'Diabetes' seized in Nizamabad.

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### 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 'Pneumonia' and 'Diabetes'. 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 23<sup>rd</sup> & 24<sup>th</sup> May to detect medicines moving in the market with misleading and objectionable advertisements, the following products were detected by DCA officials:

Drugs Inspector, Gandipet detected **Ortho Win Gold Oil**, an Ayurvedic medicine, Manufactured by: Pharma Research Lab, Block-B, 102/1/2, 102/2/2, 102/3/2, Village-Badodia, Ema-Tahsil, Sanwer, Indore, Madhya Pradesh. The product label bears a **misleading claim** stating that it treats **'Pneumonia'**. Stocks of the medicines were seized during the raid conducted at a medical shop in Gandipet, Rangareddy District.

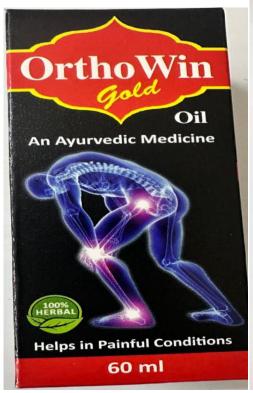
Drugs Inspector, Nizamabad Urban detected **Amla Juice**, an Ayurvedic medicine, Manufactured by: Manphar Ayurvedic Drugs, #27-11-37, Dubaguntavari Street, Governorpet, Vijayawada, Andhra Pradesh. The product label bears a **misleading claim** stating that it treats **'Diabetes'**. Stocks of the medicines were seized during the raid conducted at a medical shop in Nizamabad.

Advertising a medicine for the treatment of 'Pneumonia' and 'Diabetes' is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Sri. N. Narsaiah, Assistant Director, Nizamabad, Sri. V. Srikanth, Drugs Inspector, Nizamabad Urban, Smt. D. Swetha Bindu, Drugs Inspector, Gandipet 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.

### Photographs of the products seized for making misleading advertisements







# Therapeutic Uses 1. Excellent source of Vitamin 'C', hence it increases immunity (resistance power), metabolism, prevents viral and bacterial aliments. 2. Vitamin 'C' present in the Amia juice improves tannins which controls body heat and makes the protective shield around the body to protects from harmful U.V.rays and radiation. In summer season, amia juice retains the body cool, hydrated and sort out the heat from the body. 3. Amia juice boost the protein metabolism and helps to burn unwanted fat, loosing weight faster. Hence it is useful to control obesity. 4. Useful in digestive disorders: a) If taken with equal quantity of ghee cures acidity, ulcer and burning sensation in the abdomen. b) If taken with equal quantity of honey helps in curing liver disorders. c) Prevents from scurry (disease caused due to Vitamin-C deficiency) and jaundice when taken in the early morning. 5. Helps the body to absorb more calcium from the food. Hence it could makes bones healthier and stronger. It helps in making the teeth and neils stronger. Regular consumption of amia juice lowers the osteoclasts the cells that are responsible for breaking of bones. 6. Good source of Vitamin-A. It improves eye sight by reducing the chances of near sightedness, glaucoma, cataract, intraocular tension etc and it helps in reducing the redness of eyes, itching and watering of eyes. 7. Diabetes: 10ml. of namia juice, 3g. of turmeric powder and 10ml. of honey mix together and taken on empty stomach both morning and evening, controls the blood sugar level by stimulating the secretion of insulin. 8. Amia juice with honey in equal quantity relieves from respiratory problems like asthma, allergic a sthma, bronchitis, chronic cough and tuberculosis. a) If taken with ginger juice in equal quantity cures sore throat. 9. Creates a positive Nitrogen balance and reduces Cholesteral levels thus minimizing the risk of heart attacks and enabling to pump blood easily.

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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: 24-05-2024 V.B. KAMALASAN REDDY, IPS

**DIRECTOR GENERAL** 

# Photographs of Seizures conducted for Misleading Advertisements At Gandipet, Rangareddy District:



### At Nizamabad:



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