

Press Note

A) Drugs Control Administration, Telangana seized overpriced antifungal medicine 'B-Sim Ointment' (Mupirocin Ointment IP 2% w/w) at Musheerabad, Hyderabad – The MRP indicated is very high compared to the Ceiling Price fixed for the product by the Central Government.

B) In a separate event, Drugs Control Administration, Telangana seized 'Jamun Vinegar', an Unani medicine, in Jubilee Hills, for making a misleading advertisement claiming it treats 'Obesity', 'Paralysis' and 'Peptic Ulcer'.

A) Seizure of overpriced antibiotic medicine 'B-Sim Ointment' (Mupirocin Ointment IP 2% w/w) at Musheerabad, Hyderabad:

The details are as follows:

During the raids conducted on 30th and 31st May, 2024, Drugs Control Administration officials seized 'B-Sim Ointment' (Mupirocin Ointment IP 2% w/w) at a medical shop located in Musheerabad, Hyderabad.

The product Mupirocin Ointment IP 2% w/w sold under brand name 'B-Sim Ointment' 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 '**B-Sim Ointment**' (**Mupirocin Ointment IP 2% w/w**) of Batch No. APO-59023, Mfg. Date: 02-2024, Exp. Date: 01-2026, Manufactured by: M/s ABOD Pharmaceuticals, Plot No.18-C, Khasra No.150-151, IP-4, Begumpur, Delhi. Marketed by: M/s Starzol Pharma, Regd. Off: P.No. 19-5-286/43A, KIADB, Karnataka **bears MRP as Rs. 131/- for 5 gm ointment tube, on the label of the product** which is a violation of Drugs (Prices Control) Order, 2013.

The Ceiling price fixed by the Central Government including Wholesale Price Index (WPI) for the product "Mupirocin Ointment 2% w/w" is **Rs 20.29 per 1 gm ointment (i.e. Rs.101.45 per 5gm ointment).**

Hence Maximum Retail Price (MRP) i.e. including GST 12 % should not be more than **Rs. 113.624 per 5gm ointment** (MRP=Ceiling Price+GST)

The firm overpriced the product. Firm charged **excess of Rs. 17.376 for 5 gm ointment** which is a violation of **Drugs (Prices Control) Order, 2013.**

Photograph of the Product Seized for Price Violation



Sri. G. Anil, Drugs Inspector, Musheerabad carried out the raid under the supervision of Smt. D. Saritha, Assistant Director, Secunderabad.

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 an Unani medicine ‘Jamun Vinegar’ in Jubilee Hills, Hyderabad for making misleading advertisement:

The details are as follows:

Drugs Control Administration, Telangana officials, detected an Unani medicine ‘Jamun Vinegar’, circulating in the market with **misleading claim on its label** that it treats ‘Obesity’, ‘Paralysis’ and ‘Peptic Ulcer’, 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 30th and 31st May, officials from the Drugs Control Administration, detected ‘Jamun Vinegar’ Manufactured by: Sunnah Enterprises, 8-13-62/1143, Shastripuram colony, Rajendranagar. The

label of the product bears a **misleading claim** stating that it is indicated for the treatment of '**Obesity**', '**Paralysis**' and '**Peptic Ulcer**'.

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

The advertisement of a medicine for the treatment of 'Obesity', 'Paralysis' and 'Peptic Ulcer' is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Photograph of the product seized for making misleading advertisement



Smt. Ch. Swapna, Drugs Inspector, Jubilee Hills carried out the raid under the supervision of Sri. T. Rajamouli, Assistant Director, Hyderabad.

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: 31-05-2024

V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL

Photograph of Seizure of overpriced medicine 'B-Sim Ointment' at Musheerabad



Photograph of Seizure of Unani medicine 'Jamun Vinegar' in Jubilee Hills for making misleading advertisement


