

Press Note

A) Drugs Control Administration, Telangana seized overpriced antifungal medicine 'ICONE 200 Capsules' (Itraconazole Capsules 200 mg) at Annaram Village, Gummadidala Mandal, Sangareddy District – The MRP indicated is very high compared to the Ceiling Price fixed for the product by the Central Government.

The manufacturer charged an **excess** of Rs. 193.59/- on a pack of 10 capsules, which is a violation of the **Drugs (Prices Control) Order, 2013**

B) In a separate event, Drugs Control Administration, Telangana seized 'Pilesmoon Cream', an allopathic medicine, in Suryapet, for making a misleading advertisement claiming it treats 'Piles'.

A) Seizure of overpriced 'ICONE 200 Capsules' (Itraconazole Capsules 200 mg) at Annaram Village, Gummadidala Mandal, Sangareddy District.

The details are as follows:

During the raids carried out on 24th and 25th June, Drugs Control Administration officials seized 'ICONE 200 Capsules' (Itraconazole Capsules 200 mg) at a medical shop located in Annaram Village, Gummadidala Mandal, Sangareddy District.

The product Itraconazole Capsules 200 mg sold under brand name 'ICONE 200 Capsules' 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.

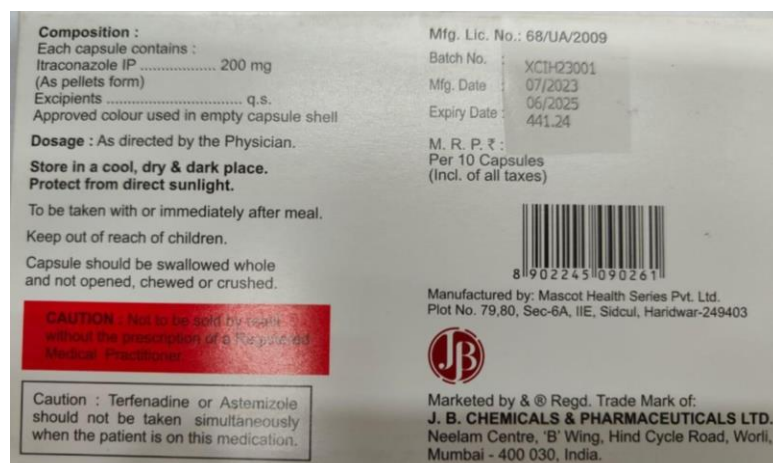
The product 'ICONE 200 Capsules' (Itraconazole Capsules 200 mg) of B.No.: XCIH23001, Mfg. Dt: 07/2023, Exp. Dt: 06/2025, Manufactured by: Mascot Health Series Pvt. Ltd., Plot No. 79, 80, Sec-6A, IIE, SIDCUL, Haridwar-249403, Uttarakhand. Marketed by: J.B. Chemicals & Pharmaceuticals LTD Neelam centre, B- wing, Hind cycle Road, Worli, Mumbai-400030 bears **MRP as Rs. 441.24/- for 10 capsules i.e. Rs. 44.12/- per one capsule, 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 "Itraconazole Capsules 200 mg" is **Rs. 22.12 for one capsule (Ceiling Price)**.

Hence Maximum Retail Price (MRP) i.e. including GST 12 % should not be more than **Rs. 24.77 for one capsule (MRP=Ceiling Price+GST)**

The firm overpriced the product. Firm charged **excess of Rs. 193.59/- for 10 capsules** which is a violation of **Drugs (Prices Control) Order, 2013**.

Photograph of the Product Seized for Price Violation



Sri. G. Srikanth, Drugs Inspector, Jinnaram carried out the raid. 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 'Pilesmoon Cream' in Suryapet for making misleading advertisement:

The details are as follows:

Drugs Control Administration, Telangana officials, detected an allopathic medicine 'Pilesmoon Cream', circulating in the market with **misleading claim on its label** that it treats 'Piles', which is a contravention of the **Drugs Rules, 1945 (Schedule J)**.

The product 'Pilesmoon Cream' (Calcium Dobesilate, Lignocaine Hydrochloride, Hydrocortisone Acetate & Zinc Acetate Cream) is a 'drug' and the claim regarding treating the disease 'Piles' is a prohibited claim for a 'drug' as per 'Schedule J' of Drugs Rules

No person shall take part in publication of advertisement regarding the diseases/disorders indicated under the Schedule J of Drugs Rules, 1945.

During the special raids conducted on 24th and 25th June, officials from the Drugs Control Administration, detected 'Pilesmoon Cream' (Calcium Dobesilate, Lignocaine Hydrochloride, Hydrocortisone Acetate & Zinc Acetate Cream) Manufactured by: Srishti Biotec, 238/5, Shemsherpur, Paonta Sahib, Dist-Sirmour, Himachal Pradesh. The label of the product bears a **misleading claim** stating that it is indicated for the treatment of '**Piles**'.

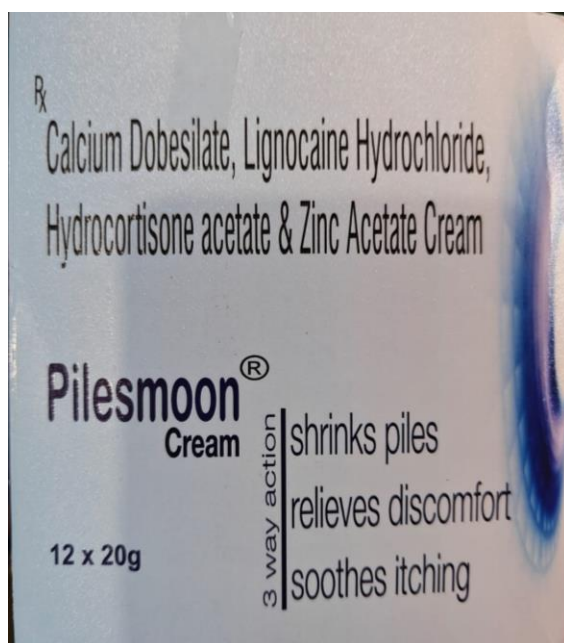
The said medicine was detected by DCA officials at a medical shop in Suryapet. Stocks were seized during the raid.

The advertisement of a medicine for the treatment of **Piles** is prohibited under the **Drugs Rules, 1945**.

Sri. G. Surender, Drugs Inspector, Suryapet carried out the raid under the supervision of Sri. K. Dass, Assistant Director, Nalgonda.

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



Firms that manufacture drugs with misleading claims regarding the treatment of certain diseases and disorders enlisted in **Schedule J of Drugs Rules are punishable under the Drugs and Cosmetics Act. Offenders may face imprisonment for a term extending up to two years, along with a fine.**

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: 25-06-2024

V.B. KAMALASAN REDDY, IPS

DIRECTOR GENERAL

**Photograph of Seizure carried out regarding Price Violation at Annaram Village,
Jinnaram Mandal, Sangareddy District**



**Photograph of Seizure carried out regarding Misleading Advertisement at
Suryapet**