

## Press Note

Drugs Control Administration, Telangana seized **'Suppol Baby Suppositories'**, an allopathic medicine, in **Nampally, Hyderabad**, for making a **misleading advertisement** claiming it treats 'Fever'.

**Fever** is indeed a symptom, typically indicating that the body is fighting off an infection or some other underlying condition. Medicines such as **'Paracetamol'** can help to alleviate discomfort associated with fever, but they don't directly address the underlying cause of the fever.

Hence medicines, including Paracetamol, **cannot claim that they treat 'fevers' in general**, as they don't cure the underlying condition responsible for the fever.

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The details are as follows:

Drugs Control Administration, Telangana officials, detected an allopathic medicine 'Suppol Baby Suppositories', circulating in the market with **misleading claim on its label** that it treats 'Fever', 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 28<sup>th</sup> and 29<sup>th</sup> June, officials from the Drugs Control Administration, Hyderabad Zone detected "Suppol Baby" Suppositories (Acetaminophen Suppositories USP 80 mg) i.e. Paracetamol Suppositories, Manufactured by: Meridian Enterprises Pvt. Ltd., 418, GIDC, Kabilpore, Navsari, Gujarat. The label of the product bears a **misleading claim** stating that it is indicated for the treatment of **'Fever'**.

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

Fever is indeed a symptom, typically indicating that the body is fighting off an infection or some other underlying condition.

Medicines such as 'Paracetamol' can help to alleviate discomfort associated with fever, but they don't directly address the underlying cause of the fever. Hence medicines, including Paracetamol, cannot claim that they treat 'fevers' in general, as they don't cure the underlying condition responsible for the fever.

The advertisement of a medicine for the treatment of **Fevers in general** is prohibited under the **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954**.

Sri. P. Santosh, Drugs Inspector, Mehdipatnam and Sri. C. Vivekananda Reddy, Drugs Inspector, Khairatabad 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.**

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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: 29-06-2024

V.B. KAMALASAN REDDY, IPS  
DIRECTOR GENERAL

**Photograph of Seizure of allopathic medicine 'Suppol Baby Suppositories' in Nampally, Hyderabad for making misleading advertisement**



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