

Press Note

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

- a) **Triphala Guggulu Tablets**, an Ayurvedic medicine, claimed to treat **'Obesity'**.
- b) **Ashwagandhadi Lehya**, an Ayurvedic medicine, claimed to relieve **'depression and associated anxiety'**.

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 **'obesity'** and **'diseases and disorders of the brain'**. 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 raids conducted on 27th July to detect medicines moving in the market with misleading and objectionable advertisements, the following products were detected by DCA officials:

Drugs Inspector, Yadadri-Bhuvanagiri detected **Triphala Guggulu Tablets**, an Ayurvedic medicine, **Manufactured by:** Siddh-ayu Ayurvedic Research Foundation Pvt Ltd, At: Bhamhani , Gopalganj , Dist. Seoni, Madhya Pradesh. The product label bears a **misleading claim** stating that it treats **'Obesity'**. Stocks of the medicines were seized during the raid conducted at a medical shop in Choutupal, Yadadri-Bhuvanagiri District.

Drugs Inspector, Siricilla detected **Ashwagandhadi Lehya**, an Ayurvedic medicine, **Manufactured by:** Manphar Ayurvedic Drugs, #27-11-37, Dubaguntavari street, Governorpet, Vijayawada. The product label bears a **misleading claim** stating that it relieves **'depression and associated anxiety'**. Stocks of the medicines were seized during the raid conducted at a medical shop in Siricilla.

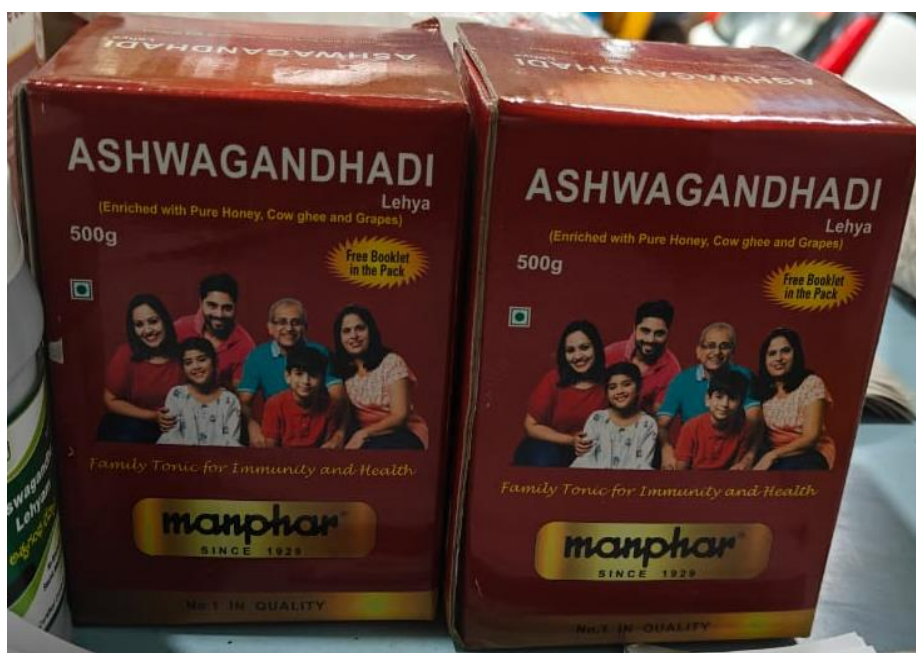
Advertising a medicine for the treatment of **'obesity'** and **'depression and associated anxiety/ diseases and disorders of the brain'** is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Sri. J. Ashwin Kumar, Drugs Inspector, Yadadri-Bhuvanagiri, and Smt. L.R.D. Bhavani, Drugs Inspector, Siricilla 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





The public may report any suspected manufacturing activity related to drugs, including narcotic drugs and psychotropic substances, in residential, commercial, or industrial areas, as well as any other 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: 28-07-2024

V.B. KAMALASAN REDDY, IPS

DIRECTOR GENERAL

**Photograph of Seizure carried out regarding Misleading Advertisements
at Choutuppal, Yadadri-Bhuvanagiri District:**



**Photograph of Seizure carried out regarding Misleading Advertisements
at Siricilla:**