

Press Note

Press Note No. 02/12/DCA/2024

Date: 04-12-2024

Drugs Control Administration, Telangana seized ‘Chloramphenicol P.D.Col Eye Ointment I.P 1 % w/w,’ an allopathic medicine, in Punjagutta, Hyderabad, for making a misleading advertisement claiming it is for the prophylaxis and treatment of eye infections.

The details are as follows:

Drugs Control Administration, Telangana officials, detected an allopathic medicine ‘Chloramphenicol P.D.Col Eye Ointment I.P 1 % w/w,’ moving in the market with **misleading claim** on its labels that it **for the prophylaxis and treatment of eye infections**, 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 Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

During the raid conducted on 03rd December to detect medicines moving in the market with misleading and objectionable advertisements, DCA officials of Hyderabad Zone detected ‘Chloramphenicol P.D.Col Eye Ointment I.P 1 %

w/w,' Manufactured by: Packsules, Keshar Bagh Road, Indore, Madhya Pradesh. The label of the product bears a **misleading claim** stating that it **for the prophylaxis and treatment of eye infections**.

Photograph of the product seized for making misleading advertisement



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

Advertisement of a medicine **for the prophylaxis and treatment of eye infections** is prohibited under Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Sri. C. Vivekananda Reddy, Drugs Inspector, Khairatabad carried out the raid.

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 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: 04-12-2024

V.B. KAMALASAN REDDY, IPS

DIRECTOR GENERAL

Photograph


