

## Press Note

Press Note No. 18/12/DCA/2024

Date: 31-12-2024

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

- a) **Retone Syrup-Uterine Tonic**, an Ayurvedic medicine, claimed to treat **'Disorders of Menstrual Flow'**.
- b) **Vatari Churna**, an Ayurvedic Medicine, claimed to treat **'Rheumatism'**.
- c) **Amrutarishta**, an Ayurvedic Medicine, claimed to treat **'Fevers'**.
- d) **Soft Medicaps (Soframycitin Chloramphenicol Eye Ointment IP)**, an Allopathic medicine, claimed **'For Prophylaxis and Treatment of Eye Infections'**.
- e) **Placentrex Injection**, an Allopathic medicine, claimed to treat **'Pelvic Inflammatory Disease'**.

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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, **'Disorders of the menstrual flow' 'Rheumatism', 'Fevers', 'Pelvic Inflammatory Disease', and 'For Prophylaxis and Treatment of Eye Infections'**. 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 30<sup>th</sup> December to detect medicines moving in the market with misleading and objectionable advertisements, the following products were detected by DCA officials:

<b>Product</b>	<b>Misleading Claim</b>	<b>Manufactured by</b>	<b>Detected at</b>
<b>Retone Syrup – Uterine Tonic</b> (Ayurvedic Medicine)	Disorders of Menstrual Flow	Fourslab, Plot No.47, Phase-III, IDA Cherlapally, Medchal-Malkajgiri District	Toopran Village, Medak
<b>Vatari Churna</b> (Ayurvedic Medicine)	Rheumatism	Divya Pharmacy, A-1, Industrial Area, Haridwar, Uttarakhand.	Shadnagar, Farooqnagar Mandal Ranga Reddy District
<b>Amrutarishta</b> (Ayurvedic Medicine)	Fevers	OM Pharmaceuticals Ltd., 12th mile, Old Madras Rd., Bengaluru	Kukatpally, Medchal-Malkajgiri District
<b>Soft Medicaps (Soframycin Chloramphenicol Eye Ointment IP)</b> (Allopathic Medicine)	For Prophylaxis and Treatment of Eye Infections	Soft Medicaps Limited, 50-B, 52-A, 53-B, 53-D, Sector-C, Industrial Area No.1, Dewas, Madhya Pradesh.	Kamareddy
<b>Placentrex Injection</b> (Allopathic Medicine)	Pelvic Inflammatory Disease	Albert David Limited, 5/11, D, Gupta Lane, Kolkata	Amberpet, Hyderabad.

Advertising a medicine for the treatment of **'Disorders of the menstrual flow'**, **'Rheumatism'**, **'Fevers'**, **'Pelvic Inflammatory Disease'**, and **'For Prophylaxis and Treatment of Eye Infections'** is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

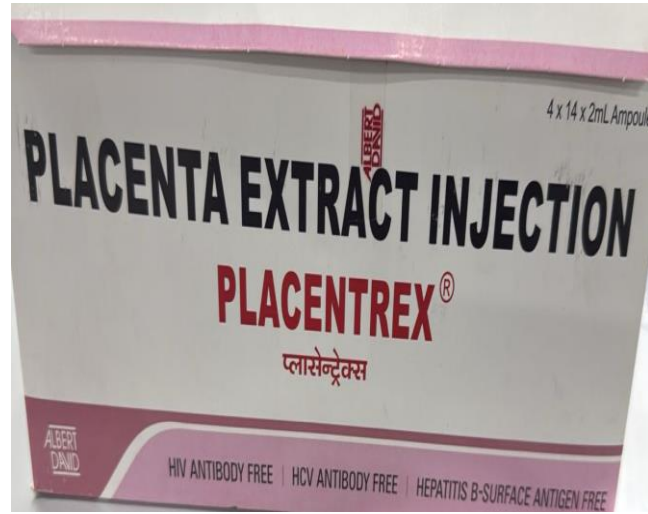
Smt. P. Chandrakala, Drugs Inspector, Medak, Ms. P. Sravanthi Reddy, Drugs Inspector, Maheshwaram, Smt. N. Sahaja, Drugs Inspector, Kukatpally, Sri. Raja Reddy, Drugs Inspector, Kamareddy, Sri. V. Ajay, Drugs Inspector, Amberpet are among the officers who carried out the raids.

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.**

**Photographs of the products seized for making misleading advertisements**





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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: 31-12-2024

V.B. KAMALASAN REDDY, IPS  
DIRECTOR GENERAL

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