

Press Note

Press Note No. 17/DCA/2025

Date: 14-02-2025

Drugs Control Administration, Telangana seized 'Amla Churnam,' an Ayurvedic medicine, in **Khairatabad, Hyderabad** for making **misleading advertisement** that it treats '**Diseases of the optical system**'.

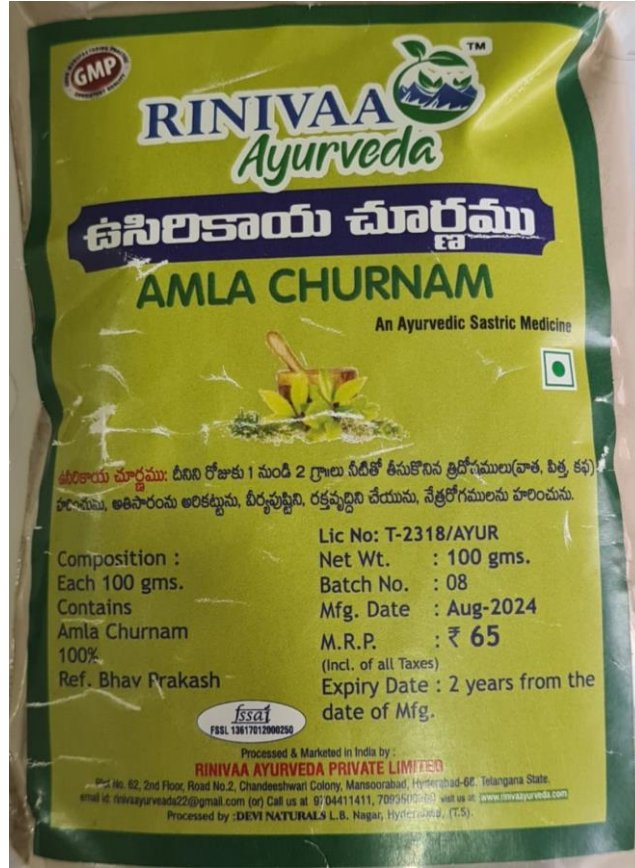
The details are as follows:

Drugs Control Administration, Telangana officials, detected an ayurvedic medicine 'Amla Churnam,' moving in the market with **misleading claim** on its labels that it treats '**Diseases of the optical system**' 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 13th February to detect medicines moving in the market with misleading and objectionable advertisements, DCA officials detected 'Amla Churnam,' Manufactured by: Rinivaa Ayurveda Pvt. Ltd., Plot No. 62, Second Floor, Road No. 2, Chandeshwari Colony, Mansoorabad, Hyderabad.

Photograph of the product seized for making misleading advertisement



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

Advertisement of a medicine for treatment of **'Diseases of the optical system'** 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: 14-02-2025

**V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL**
