

**Press Note**

**Press Note No. 23/DCA/2025**

**Date: 22-02-2025**

**A) DCA conducted a raid on Anil Pharmacy, located in Leelavati Hospital, Nalgonda, and detected the sale of ELECTRAL to a patient at a price exceeding the MRP indicated on the label.**

A case has been registered under the Essential Commodities Act, 1955, read with the **Drugs (Prices Control) Order, 2013**.

**B) In separate events, DCA seized certain medicines due to misleading advertisements:**

- a) Kirathathiktha Powder, an Ayurvedic Medicine, claimed to treat 'Diabetes'.**
- b) Jwar Nashak Vati, an Ayurvedic medicine, claimed to treat 'Chronic Fevers'.**

\*\*\*\*\*

**A) Raid Conducted at Anil Pharmacy, Nalgonda – Case Registered for Selling Medicines above MRP**

Acting on credible information, officials of the DCA conducted a raid on **Anil Pharmacy**, located at Leelavati Hospital, Nalgonda, on 21<sup>st</sup> February 2025. During the raid, the sale of the medicine '**ELECTRAL**' at a price exceeding the Maximum Retail Price (MRP) printed on the label was detected.

During the raid, DCA officials seized sales bills for drugs sold at a higher price.

Sri. G. Surender, Drugs Inspector, Nalgonda carried out the raid.

Further investigation will be carried out, and action will be taken as per the law against all the offenders.

**According to the Drugs (Prices Control) Order, 2013, no person shall sell any medicine to a consumer at a price exceeding the price indicated on the label of the medicine pack. Contravention of this rule is punishable under the Essential Commodities Act, 1955, read with the Drugs (Prices Control) Order, 2013, with imprisonment and a fine.**

---

## **B) Seizure of drugs for misleading advertisements:**

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 '**Diabetes**' and '**Chronic Fevers**'. 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 21<sup>st</sup> February to detect medicines moving in the market with misleading and objectionable advertisements, the following products were detected by DCA officials:

Product	Misleading Claim	Manufactured by	Detected at
<b>Kirathathiktha Powder</b> (Ayurvedic Medicine)	Diabetes	Anjaneya Ayurveda, No. 158, 159, Sai Pragathi Venture-2, Gollapudi, Andhra Pradesh.	Bhadrachalam
<b>Jwar Nashak Vati</b> (Ayurvedic Medicine)	Chronic Fever	Divya Pharmacy, A-1, Industrial Area, Haridwar-249401, Uttarakhand	Nirmal

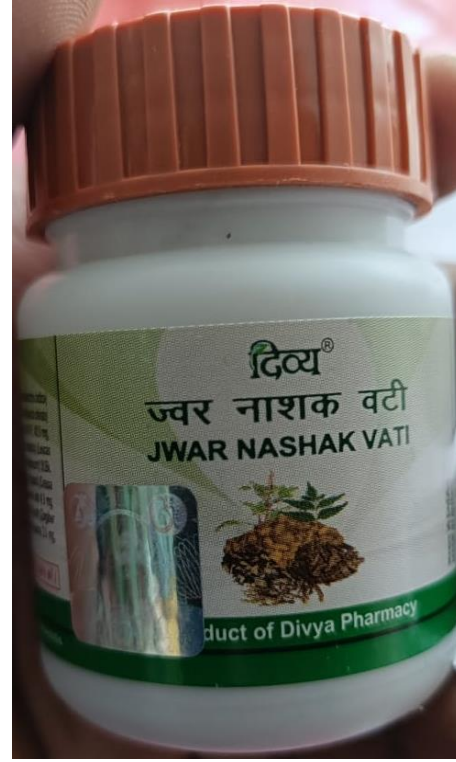
Advertising a medicine for the treatment of **'Diabetes' and 'Chronic Fevers'** is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Sri. Ch. Sampath Kumar, Drugs Inspector, Kothagudem and Sri. M. Shyam Sundar, Drugs Inspector, Nirmal 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**



\*\*\*\*\*

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: 22-02-2025

V.B. KAMALASAN REDDY, IPS  
DIRECTOR GENERAL

\*\*\*\*\*