

Press Note

Press Note No. 25/DCA/2025

Date: 25-02-2025

A) Drugs Control Administration, Telangana, conducted a raid on Bhagyasree Medical and General Stores, located in Vinayak Nagar, Neredmet, Malkajgiri, Medchal-Malkajgiri District, and seized 23 varieties of Expired Drugs from the premises.

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

- a) **Madhunashini Vati Extra Power**, an Ayurvedic Medicine, claimed to treat **'Diabetes'**.
- b) **Natural Pashbheda Powder**, an Ayurvedic medicine, claimed to treat **'Kidney Stones'**.
- c) **Platirols**, an Ayurvedic medicine, claimed to treat **'Viral Fever'**.
- d) **Atibala Powder**, an Ayurvedic medicine, claimed to treat **'Nervous Disorders and Heart Diseases'**.

A) Raid Conducted at Bhagyasree Medical and General Stores, Vinayak Nagar, Neredmet, Malkajgiri, Medchal-Malkajgiri District.

On 24th February 2025, officials of the Drugs Control Administration, Malkajgiri Zone, acting on credible information, raided a medical shop named

Bhagyasree Medical and General Stores, located in Vinayak Nagar, Neredmet, Malkajgiri, Medchal-Malkajgiri District.

During the raid, DCA officers found 23 varieties of expired drugs, including antibiotics, antifungal drugs, etc., stocked alongside saleable drugs on the racks of the medical shop. Expired drugs worth a total of Rs. 5,000/- were seized.

Sri. K. Murali Krishna, Drugs Inspector, Malkajgiri carried out the raid.

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

The violation of the conditions of the drug licence is an offence punishable under the Drugs and Cosmetics Act, which may result in imprisonment for up to two years.

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, Kidney Stones, Viral Fever, Nervous Disorders and Heart Diseases**. 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 24th 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
Madhunashini Vati Extra Power (Ayurvedic Medicine)	Diabetes	Divya Pharmacy, Unit-II, Khasra No. 210,211, Patanjali Food & Herbal Park, Laskar Road, Padartha,Haridwar	Bonthapally Village, Gummadidala Mandal, Sangareddy District
Natural Pashbheda Powder (Ayurvedic Medicine)	Kidney Stones	Amritha, Plot no. 49, H.No. 5-5-81/12/1, Saibaba Nagar Colony, Kukatpally, Medchal-Malkajgiri District.	Puppalguda, Rangareddy District
Platirols (Ayurvedic Medicine)	Viral Fever	Noble Ayurveda, 2nd Floor, Plot No. 410, Vill. Saidpura, Barwala Road, Dist. SAS Nagar, Punjab.	Shabad
Atibala Powder (Ayurvedic Medicine)	Nervous Disorders and Heart Diseases	Rinivaa Ayurveda Private Limited, Chandeeshwari Colony, Mansoorabad, Hyderabad. Processed by: Devi Naturals, L.B. Nagar, Hyderabad.	Mahabubabad

Advertising a medicine for the treatment of **Diabetes, Kidney Stones, Viral Fever, Nervous Disorders and Heart Diseases** is prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

Sri. G. Srikanth, Drugs Inspector, Jinnaram, Smt. D. Swetha Bindu, Drugs Inspector, Gandipet, Sri. K. Anvesh, Drugs Inspector, Shabad, and Smt. S. Umarani, Drugs Inspector, Mahabubabad are among the officers who carried out the raids.

Photographs of the products seized for making misleading advertisements



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.

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: 25-02-2025

V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL
