

Press Note

Press Note No. 30/DCA/2025

Date: 04-03-2025

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

- a) Ayushka Plus Herbal Tonic, an Ayurvedic Medicine, claimed to treat 'Diabetes' and 'Paralysis'.**
- b) Mahasudarshan Kadha, an Ayurvedic medicine, claimed to treat 'Fever'.**

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', 'Paralysis' and 'Fever'**. 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 3rd March 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
Ayushka Plus Herbal Tonic (Ayurvedic Medicine)	Diabetes, Paralysis	Thanvitha Ayurvedic Nilayam Pvt. Ltd., Sy,no. 397, Thorrur Village, Abdullapurmet, Mandal, Rangareddy District	Kamareddy
Mahasudarshan Kadha (Ayurvedic Medicine)	Fever	OM Pharmaceuticals Ltd., 12th mile, Old Madras Rd., Bengaluru, Marketed by: Shree Dhootapapeswar Ltd. 135, Nanubhai Desai Rd., Khetwadi, Mumbai-	Kukatpally, Medchal-Malkajgiri District

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

Sri. Raja Reddy, Drugs Inspector, Kamareddy and Smt. N. Sahaja, Drugs Inspector, Kukatpally 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: 04-03-2025

V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL
