

Press Note

Press Note No. 38/DCA/2025

Date: 21-03-2025

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

- a) **PICROSOL Lotion**, an Ayurvedic Medicine, claimed to treat **'Leucoderma'**.
- b) **Aswagandha Choornam**, an Ayurvedic medicine, claimed to treat **'Tuberculosis'**.
- c) **Musli Capsules**, an Ayurvedic Medicine, claimed to treat **'Chronic Fever'**.
- d) **Vimcet Plus- DS Suspension**, an Allopathic 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 **'Leucoderma', 'Tuberculosis' 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 20th 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
PICROSOL Lotion (Ayurvedic Medicine)	Leucoderma	Plus Formulations, HSI IDC, Karnal, Haryana Marketed by: Dermacia Healthcare, Weghmens Business center, Shakarpur, Delhi	Ramanthapur, Medchal- Malkajgiri District
Aswagandha Choornam (Ayurvedic Medicine)	Tuberculosis	Grovel Drugs and chemical pvt ltd, 34-B, Anrich, IDA-Bollaram, Sangareddy Dist, Telangana.	Nagarkurnool
Musli Capsules (Ayurvedic Medicine)	Chronic Fever	Keva Herbals, Village Kishanpura, P.O. Gurumajra-174 101, Teh. Baddi, Distt. Solan, Himachal Pradesh.	Bhainsa Village, Nirmal District
Vimcet Plus- DS Suspension (Allopathic Medicine)	Fever	Maxtra Laboratories, Dandumalkapur(V), Choutuppal (M), Yadadri- Bhongiri dist. Marketed by: Mackvin Pharma, Bhagyalakshmi Colony, Medchal- Malkajgiri Dist.	Prashanthnagar, Kukatpally, Medchal- Malkajgiri District.

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

Smt. G. Indira Priyadarshini, Drugs Inspector, Habsiguda, Sri. S. Viswanth Reddy, Drugs Inspector, Nagarkurnool, Sri. M. Shyam Sundar, Drugs Inspector, Nirmal and Dr. R. Geethanjali, Drugs Inspector, Prashanthnagar 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: 21-03-2025

V.B. KAMALASAN REDDY, IPS
DIRECTOR GENERAL
