

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1603
TO BE ANSWERED ON 10th December 2024**

“Misleading advertisements on herbal and AYUSH products”

1603. Dr. Dharmasthala Veerendra Heggade:

Will the Minister of Ayush be pleased to state:

- (a) whether Government has received complaints in the last three years about misleading advertisements and claims allegedly of herbal and AYUSH products given in electronic /print media;
- (b) whether complaints have been received against sale of these herbal medicines/products in the market without any authentic clinical trial and the subsequent death of persons by consumption of these medicines; and
- (c) if so, the extent to which Government has succeeded in checking these misleading advertisements and the details thereof?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAP RAO JADHAV)**

(a) & (c) A Pharmacovigilance Program for ASU & H Drugs is a component of Ayush Oushadhi Gunvatta evam Utpadan Samvardhan Yojana (AOGUSY) scheme under the Central Sector Scheme of Ministry of Ayush and Pharmacovigilance Centres for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) Drugs set up in different parts of the country. These centres are mandated to monitor and report the misleading advertisements to the respective State Regulatory Authorities for suitable action against the defaulter. The details of last three years about

misleading advertisements and claims allegedly of herbal and Ayush products given in electronic /print media are attached at **Annexure-I**

As per available record about 378 notices have been issued by State Licensing Authorities' towards such misleading advertisements.

The details of action taken against misleading advertisements for treatment and drugs are available in **Annexure-II**.

(b) No such complaints have been received.

Annexure-I

The details of misleading advertisements related to Ayush medicines noticed by pharmacovigilance and reported to SLA are as follows:

Year	Misleading Advertisements
2022	7367 + 4 (COVID)
2023	7771
2024	8066
Total	23208

Annexure-II

Action taken against reported Misleading Advertisements

Month	Name of the Centre	State	No of Misleading Advertisement	Name of the product	Action taken by SLA
August 2020	Uttarakhand Ayurved University Dehradun	Uttrakhand	15	Ayush kwath, Divya coronil, divya swasari vati, denguinil vati, muktanil vati, jwarnasak vati, mahasudarshan vati, ghan vati, japani M & f cap, right sugar tab, ashoka ayu. Syp., Sacchi saheli, Roop matra, Himfort Oil	Notice has been sent to the advertiser
September 2020	National institute of Ayurveda, Jaipur	Rajasthan	11	Eye mantra eye drops-2, Dr ortho oil spray, Roop mantra-2, Ichku lotion, madhushunya churna, sachhi Saheli, Tulsi drop 51, zalim lotion, collogin cream,	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
October 2020	National institute of Ayurveda, Jaipur	Rajasthan	11	Collegian Ayurvedic Cream, shilapravang, JolyTulsi 51 Drops, Vasir Gel & Capsule, Tulsi-51, Fat Go Capsule, Torex Herbal Cough Syrup, SACHHI SAHELI Syrup, Tablet	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
November 2020	National institute of Ayurveda, Jaipur	Rajasthan	1	Kesh King Ayurvedic Hair oil	Notice has been sent to the advertiser
January 2021	National institute of Ayurveda, Jaipur	Rajasthan	1	Kasturi gold & ling vartdhak cream.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
	H. S. Z. H. Govt. Unani Medical College &	Madhya Pradesh	10	Isotin gold plus, shababiya, cap more power, BT-36 cap, ketomac oil, dabar tulsi drop, roop mantra, acumass, jolly tulsi drop, tulsi mantra	Notice has been sent to the advertiser

	Hospital, Bhopal				
February 2021	National institute of Ayurveda, Jaipur	Rajasthan	15	Eye mantra, Dr ortho, Roop mantra, Ichku lotion, Tulsi giloy juice, zalim lotion, , japani M & f cap, right sugar tab,Chaturbhuj cap, isotin eye drop, pet safa,fat go cap,collegin cream, right sugar tab.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
	Govt. Hospital (Siddha Wing), Erode	Tamilnadu	25	Arogya plus detox dinner tea, kabasura kudineer, thamara 20 Nilavembu kudineer,kabasura kudineer Dr m gurubran,dr m sabapati,agasthiyar madhumega cap.,dr vishwanath,dr N.K.dikkhatar,dr shivanantum,dr B.A. rai,dr P.dhilesh,dr k rajsekharan,dr m senthikumari,vaithiyar g. ananthan,dr k purushotaram,dr M mugamadu meeran	Notice has been sent to the advertiser
Govt. Hospital, Kamuthi					
Govt. Hospital Dindigul					
March 2021	National institute of Ayurveda, Jaipur	Rajasthan	19	Sanyasi sehat tab.,Ichku lotion, kidney rogiyo ke aasha ki kiran,chaturbhuj tail & tab,julfrac, petsafa,japani tail,sacchi saheli,dr ortho,hempushpa,swarnamadhu	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
April 2021	National institute of Ayurveda, Jaipur	Rajasthan	6	Fatgo tab,sacchi saheli,velica tulsi drop,immunity builder drop,curequovita immunity booster	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
	Govt. hospital kuzhutharai	Tamilnadu	3	Nilavambu kudineer,ulcer heal churnam,kabasura kudineer	
May 2021	National institute of	Rajasthan	8	Navgrah immunity booster,velcia tulsi drop,curative immunity drop,	Notice has been sent to

	Ayurveda, Jaipur			mess. Dhanwantari pharma,navivaha unmantha,shukla asar implex,shrinavjeevan rasayan,P-6 cap	the advertiser
	Rajasthan Ayurveda University, Jodhpur				
June 2021	National institute of Ayurveda, Jaipur	Rajasthan	10	Sanyasi Ayurveda, akums drugs & pharma,pure & cure health care, shukla ashar implex pvt ltd,unjha pharnma, dindayal industry,P-6 Cap,derma kit.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
July 2021	H. S. Z. H. Govt. Unani Medical College & Hospital, Bhopal	Madhya Pradesh	4	She care,shababiya,prost ad tab, isotin drop	Notice has been sent to the advertiser
	Central Ayurveda Research Institute, Kolkata	West Bengal	4	Roop mantra,eye mantra,sacchi saheli, D.ortho	Notice has been sent to the advertiser
	National institute of Ayurveda, Jaipur	Rajasthan	22	Kesh king,immunity booster drop,chawanprash,velcia pure tulsi ds tab,ferroliv E tab,ayush kwath churna,ashokarista,roopmantra,dr skin lotion,sanyasi sehat tab,ichku lotion,pet safa,sacchi saheli,take piles,jeevan kailash,kasamrit,D.ortho,P-6 cap	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
August 2021	National institute of Ayurveda, Jaipur	Rajasthan	12	Paralysis treatment-2, Kidney specialist, Eye Mantra Eye Drops, Collagian Cream-2, Dabur Tulsi, Hempushpa, Gyneafort, Accumass, Isotine Eye Drops, Ichkoo Lotion, Sacchii Saheli, Dr.Ortho, Acumass.	Notice has been sent to the advertiser
November 2021	H. S. Z. H. Govt. Unani Medical College & Hospital, Bhopal	Madhya Pradesh	3	Eye Mantra, She care, Hempushpa	Notice has been sent to the advertiser

	Govt. Siddha Medical College, Palayamkottai	Tamil Nadu	1	Obesity reduction product	SLA of Tamil Nadu wrote to Registrar of Tamil Nadu Siddha Medical Council to take appropriate action.
	PPvC, Perundurair GH (Siddha Wing), Erode		1	Kabasura Kudineer Chooranam	SLA of Tamil Nadu wrote to Commissioner of Food Safety, FSSAI, Chennai to take appropriate action.
December 2021	Govt. Hospital, (Siddha Wing), Kamuthi	Tamil Nadu	1	Almaa Brand S.S. Elagam	SLA of Tamil Nadu wrote to Commissioner of Food Safety, FSSAI, Chennai to take appropriate action.
January 2022	National institute of Ayurveda, Jaipur Rajasthan Ayurveda University, Jodhpur	Rajasthan	8	Sudol Body Toner, Japani Tail-2, Kesari Malham, Iso Plus Oil, Hawaban Harde, SwarnMadhu Syrup, Jagravi Churn.	Notice has been sent to the advertiser
February 2022	National institute of Ayurveda, Jaipur Rajasthan Ayurveda University, Jodhpur	Rajasthan	8	Techpiles, Dr.Ortho, Pet Saffa, Kesari Malham, Acumass, Iso Plus Oil, Dhuandhaar Oil, Kamarti Oil	Notice has been sent to the advertiser

March 2022	National institute of Ayurveda, Jaipur	Rajasthan	6	Trichep Hair Oil, Iso Plus Oil, Kesh KingHair Oil, Kesari Malham, Tanam Syrup, Hawa Band.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
April 2022	National institute of Ayurveda, Jaipur	Rajasthan	11	Iso Plus Oil-2, Kamrati Gel, Dhuandhar Oil-2, Kesh King, Kesari Malham, Tanam Syrup, Collagian Cream, B-Gap, Ajoobi Balm, Ichkoo Lotion.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
May 2022	National institute of Ayurveda, Jaipur	Rajasthan	15	Sachhi Saheli, Accumass, Isotine, Taasav Arisht, B-Gap-2, Collagian Cream, Mughali GHutti, Navratan Oil, Vithoba, Kesh King, Emami-2, Iso Plus, B.T. 36 Capsules, Prem Dulhan Heena Hair.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
June 2022	National institute of Ayurveda, Jaipur	Rajasthan	6	Restora Gold, BT 36 Capsule, Esarer Capsules, Sundari Sudha, Mahabhrangraj, Sudol Body Toner.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
July 2022	National institute of Ayurveda, Jaipur	Rajasthan	9	Chyawanprash, Rasayan Vati, Restora Gold, Livosin Syrup, Accumass, Dr.Ortho, Paralysis Treatment, Eye Mantra, Kidney Treatment.	Notice has been sent to the advertiser
	Rajasthan Ayurveda University, Jodhpur				
August 2022	National institute of Ayurveda,	Rajasthan	6	Beone, Isotine, Mastang Capsule-2, Good Hair.	Notice has been sent to the advertiser

	Jaipur Rajasthan Ayurveda University, Jodhpur				
October 2022	IPVC, NIUM, Bangalore	Bengaluru	15	Soma Gynoveda, Carcin tablet, Lingavardhaka yantra & Kamadeva cream, Stay on power capsule, Renal activator, Astra Herbals, pet safa granules, Lavana Tailam, Sachi Saheli, Jataa, Amrutha Bindu, Lavana Taila, Dr. Juneja Eye drops, Itchku, medohar guggulu	Notice has been sent to the advertiser
November 2022	IPVC, NIUM, Bangalore	Bengaluru	15	Shivatra Nashak, Dhanwantri Ayurveda, Pet Saffa, Glutone Thousand, Jeehab Gynoveda, Ichkoo, Gyniveda Saomha, Eye Mnatra, Lingavardhaka, Japani M Caps, Hynoveda Myrha & Vamha	Notice has been sent to the advertiser
	National institute of Ayurveda, Jaipur Rajasthan Ayurveda University, Jodhpur	Rajasthan	9	Pachak Amrit, Meghdoot sareetha, Mahabhringraj Oil, Kasmadhu herbal cough syrup, Himalaya Neem Face Wash, Torex Cough Syrup, Divya Swasari Gold, Kayam Churna, Breast Maker 36 oil, Japani M Oil.	Notice has been sent to the advertiser
December 2022	National institute of Ayurveda, Jaipur Rajasthan Ayurveda University, Jodhpur	Rajasthan	5	Dr.Ortho, Right Sugar, Kesari Malham, Ichkoo, Torex Cough Syrup.	Notice has been sent to the advertiser
	RARI, Gwalior	Madhya Pradesh	4	Kayam Churna, Arodent, Eraser Cream, Pet Saffa	Notice has been sent to the advertiser
January 2023	RARI, Gwalior	Madhya Pradesh	4	Japani Tail, Vigroman, Ichkoo, Chaturbhuj Tailum	Notice has been sent to the advertiser
	NIUM, Bangalore	Bengaluru	14	Not Mentioned, Stay On, Dr Juneja Eye Drops, Lingavardhaka, Japani M Capsules, Tulha Ayurvedic Tablet,	Notice has been sent to the advertiser

				Pet Safa, Japani Oil, Dr. Ortho, Dona Gynoveda, Advanced Ayurvedic Unani & Naturopathy, Kidney Auxilium Capsules	
February 2023	ITRA, Jamnagar	Kolkata	1	Flamcon	Suspension of drug license
	NIUM	Bangalore	18	Not mentioned, Dr. Ortho, Sachi Saheli, Unani Treatment-2, Indian Ayurveda, Stayon Power Capsule, Eye Mantra, Leuco relief & She tone Syrup, Jawahar Murakkab, Ayuvedic & Unani Medicine-3, Hayat-e-Mard, Active Power Capsule, Unani Treatment, Linga Vardhaka Yantra & Kamadeva Cream,	Notice has been sent
		Madhya Pradesh	02	Eye Mantra, Brumex Fort	
March 2023	NIUM	Bangalore	13	Rasha-Rid, Nooramant oil & Cream, Navyavaanna Dispensary-2, Eye Mantra, Dr. Yasir Unani, Stay-On Power Oil, Sacchi Saheli, Herbanova, Braino Tonic, Hayat-e-Mard, Abdullah Pathan Official	Notice has been sent
April 2023	NIA	Jaipur	07	Dhanwantri Pharmaceuticals-2, Dr. Ortho, Kailash Jeevan, Name not mentioned-2, Accumass granules.	Notice has been sent
	NIUM	Bangalore	12	Eye Mantra, Dr. Ortho, Sachi Saheli, Obecop Vstaarplus, Pilocop Pravahi Kwath, Fervidcop, Stonocop, Gynecop, Cardiocop, Thyrocop, No product name-2	Notice has been sent
May 2023	NIUM	Bangalore	07	Kanchnar Guggulu, Women's immunity, Waseerkalp, Phytolacca, Namira Weight Loss, Vatchintamani, Cruel Capsule	Notice has been sent
Total	378				
