

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1896
TO BE ANSWERED ON 04TH AUGUST, 2026**

CROSSING OF ADVERTISEMENT LINE BY WEIGHT LOSS DRUG COMPANIES

1896. SHRI GOLLA BABURAO:

Will the **Minister of HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether weight loss drug advertisements, under the guise of 'awareness', are not crossing the line;
- (b) whether it is not a fact that GLP-1 drugs, from subtle campaign to social media push, are gaining traction, thereby indulging in surrogate marketing on obesity;
- (c) the reasons that GLP-1 drugs should be provided to patients only on prescription, they are available freely in pharmacies without prescription;
- (d) whether it is not a fact that without following doctors advice, use of GLP-1 and similar drugs to reduce obesity impacts brain and stomach; and
- (e) if so, how Government is planning to address this issue?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(SMT. ANUPRIYA PATEL)**

(a) to (e): Central Drugs Standard Control Organisation (CDSCO) has approved Glucagon-like peptide-1 (GLP-1) receptor agonist drugs in India for the indications of Type 2 Diabetes Mellitus (T2DM) in adults and chronic weight management in adults with specified medical conditions.

These drugs can be dispensed only after the prescription by endocrinologists and internal medicine/ specialists. This regulatory safeguard also advocated in the approved package insert to prevent inappropriate use and to mitigate risks and side effects associated with unsafe consumption.

In view of reports of certain promotional activities relating to GLP-1 receptor agonists and similar prescription medicines, CDSCO on 10.03.2026, issued an advisory to all manufacturers, importers and marketing authorisation holders, directing them to ensure strict compliance with the provisions of the Drugs and Cosmetics Act, 1940 and rules thereunder directing that manufacture, sale, and distribution strictly conform to approved indications and conditions of permission. The advisory specifically prohibits surrogate advertisements and any form of direct or indirect promotion, including disease awareness campaigns and digital outreach, that may mislead consumers or encourage the use of these medicines without medical supervision.

Further, CDSCO has also issued an Advisory dated 27.03.2026 to all State/UT Drugs Controllers prescribing following measures to prevent harm from inappropriate use of such medications-

- (i). To strengthen regulatory monitoring over the end to end supply chain of GLP-1 based weight loss drugs.
- (ii). To ensure strict adherence to the conditions of approval and the warnings specified on the approved product labels.
- (iii). To emphasize that the manufacture/import, distribution, wholesale and retail sale and dispensing of such drugs take place only through authorized channels and strictly in accordance with the approved indications and labelling.
- (iv). To initiate appropriate regulatory action in cases involving diversion of products, leakage into unauthorized supply channels, promotional practices influencing the supply chain.
- (v). To monitor print, electronic, digital, social media and outdoor advertising platforms to detect non-compliant advertisements or surrogate promotional activities relating to these drugs.
- (vi). To initiate actions against the manufacturers, importers, marketers or any other entities under the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Drugs and Cosmetics Act, 1940 and the Rules made thereunder, wherever violations are detected.
