

**GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY,
UNANI, SIDDHA AND HOMOEOPATHY
(AYUSH)**

**LOK SABHA
UNSTARRED QUESTION NO. 1336
TO BE ANSWERED ON 9TH FEBRUARY, 2018**

HERBAL MEDICINES

**1336. SHRI MULLAPPALLY RAMACHANDRAN:
KUMARI SHOBHA KARANDLAJE:
SHRI PRATHAP SIMHA:**

Will the Minister of **AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA & HOMOEOPATHY (AYUSH)** be pleased to state:

(a) whether the Government is aware that misleading advertisement of ayurvedic products are on the rise, if so, the details thereof;

(b) the number of complaints received by the Government against such advertisements during the last two years and the current year, State/UT-wise and company-wise, along with the action taken thereon;

(c) whether it is a fact that there is no exclusive definition of herbal medicines in the Drugs & Cosmetics Act, 1940 and Rules thereunder, if so, the details thereof;

(d) whether the Government is also aware of the fact that due to this legislative lacuna a large proportion of misleading advertisements and unsubstantiated claims about herbal medicines/products are being made in television channels and print publications and if so, the details thereof; and

(e) the remedial steps proposed by the Government to curb false or misleading claims/ads related to herbal medicines under appropriate laws?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)**

(a) & (b): Yes, increasing number of alleged to be misleading advertisements of Ayurvedic and other such products are being reported. Ministry of AYUSH has come across 804 instances of misleading advertisements/claims allegedly of herbal/AYUSH products & services including Ayurvedic medicines during the period of last two years and current year from April, 2015 to January, 2018 as reported from the Advertising Standards Council of India (ASCI) and the Grievances Against

Contd.....

Misleading Advertisements (GAMA) portal maintained by the Department of Consumer Affairs. State-wise and company-wise statement of 407 such complaints is annexed (Annexure) alongwith the details of complaints forwarded to the respective State Regulatory Authorities for necessary action in accordance with the legal provisions.

(c): Yes, it is true that there has been no exclusive definition of herbal medicines in the Drugs & Cosmetics Act, 1940 and Rules thereunder. But with effect from 30th November, 2015 a new category of drugs derived from herbal materials or medicinal plants called as “Phytopharmaceutical drugs” has been included under Rule 2(eb) of the Drugs and Cosmetics Rules, 1945 to provide regulatory provisions for such drugs made from purified and standardized fraction with defined minimum four bio-active or phyto-chemical compounds of an extract of a medicinal plant or its part.

(d) & (e): As such there is no legislative lacuna for the advertisement of herbal medicines/products since the definition of ‘drug’ given in the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 covers all medicines, substances and articles other than food. For checking the veracity and to undertake monitoring of misleading advertisements, powers are vested with the State Governments to authorize Gazetted Officers to search, seize, examine any record, register, document or any other material object related to any objectionable advertisement under the provisions of Section 8(1) of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. Ministry of AYUSH has repeatedly taken up the matter with the State Governments to appoint Gazetted officers for monitoring of advertisements of AYUSH drugs and it is reported that 22 States have appointed 621 Gazetted officers to enforce the legal provisions for taking necessary action against the defaulters. Ministry of AYUSH also signed a MoU with Advertising Standards Council of India (ASCI) for suo-moto monitoring of misleading advertisements of AYUSH drugs appearing in the print media and TV channels and bring the defaulters to the notice of respective State regulators. Media regulators have also been approached to prevent the publication of inappropriate advertisements promoting sale of Ayurvedic and other AYUSH medicines in public interest. On this account, Ministry of Information & Broadcasting has issued instructions/guidelines dated 12th July, 2017 to all media channels to advertise only those products which have valid manufacturing license and to abstain from telecasting such misleading advertisements which are in contravention of the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder. Consumers’ complaints about misleading claims or advertisements of AYUSH and herbal medicines registered in the GAMA (Grievances Against Misleading Advertisements) portal of the Department of Consumer Affairs are examined by a Nodal Officer appointed in the Ministry of AYUSH and are forwarded to the concerned State Regulatory Authorities for necessary action in accordance with the legal provisions.

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**STATEMENT OF MISLEADING ADVERTISEMENTS OF AYUSH PRODUCTS & SERVICES
(FROM APRIL 2015 TO JANUARY 2018)**

Sl.No	STATE	Company_Name
1	ANDHRA PRADESH	Dr. Nelapatla Sudhir / Holisttic Health Meridian
2		Grovel Drugs and Chemicals Private Limited / Amrutha Dia Churnam
3		Homeo Trends
4		Life Homeopathy
5		Positive Homeopathy
6		
7		Raheem Unani Clinic
8		
9		Reva Health Skin and Hair
10		S B Ayurvedic Speciality Hospital
11	BIHAR	B C German Homeo Clinic
12		Renovision Exports Pvt. Ltd. / Hypower Musli Capsule
13	CHANDIGARH	SBS Biotech/ Dr. Junejas Accumass
14	CHHATTISGARH.	Alfa Wellness Herbals Pvt. Ltd.
15		M J Care Hospital
16		Old Polio Hospital
17	DELHI	34 Heart Care
18		Ayurveda Clinic
19		Butterfly Ayurveda P.Ltd- Pancreofly blood glucose metabolizer
20		Chetan Herbals Private Limited
21		Delhi Clinic
22		Devarshi Ayurved and Biotech Pvt. Ltd. / Devarshi Ayurved Range of Products
23		Dr Dassans Life Care Ayurvedic Herbal Treatment and Research Centre
24		Dr Guptas Clinic
25		Dr. Sanjeev Cancer and Liver Clinic
26		Ganga Ayurvedic Clinic
27		Gautam Clinic
28		Hamdard Laboratories India/ Hamdard Wellness
29		Hashmi Herbals- Sikandar E Azam Capsule
30		Hempushpa - Rajvaidya Shital Prasad
31		Jeevan Pharmacy
32		Khushi Ayurveda Pvt. Ltd / Khushi Ayurveda Range of Products
33		
34		Mahaguni Ayurveda Private Limited / Mahaguni Ayurveda Range of

		Products
35		Meeta Ayurveda
36		
37		
38		
39		Navchetana Kendra / Navchetana Kendra Products - Debisulin
40		
41		Om Sai Ayurveda India Limited
42		Oorja Ayurvedic Clinic Pvt. Ltd./ OorjaAyurvedic Clinic
43		OPTM Healthcare Private Limited
44		
45		
46		Raj Pharmacy
47		Rex UnA Remedies Pvt Ltd
48		Sablok Clinic
49		
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51		Sanyasi Ayurveda
52		Sardarji Skin Cure
53		SBL LTD
54		
55		Shivansh Ayurveda / Shivansh Ayurveda Range of Products
56		
57		
58		SKS Ayurveda Impex Private Limited / SKS Ayurveda Range of Products
59		Sriji Ayurved Shakti
60		Sun Laboratories P Ltd. / Titanic K2 Capsules
61		ZEE LABORATORIES LIMITED/ ZEEGOLD CAPSULES
62		
63	GOA	Rogmukti Ayurvedic Clinic
64	GUJARAT	Balaji Ayurved Sansthan / Arsh- Har Range of Products
65		
66		
67		DEAF CURE CENTRE-PRAVEEN SURANA
68		Dr. Dhiraj Patel - Khodiyar Ayurved
69		Dr. Patels Homeocare - Fertility Clinic
70		Freshiya
71		Gloss Pharmaceuticals Pvt. Ltd. / Vaeg Capsules and Oil
72		Hearing Treatment - Pravin Surana
73		Kayam Tablets
74		

75		Khodiyar Ayurvedic
76		Komala Gutika Sheth Brothers
77		Naaz India Company / Naaz Churna
78		
79		Natural India Products Company/ Nipcos Range of Products
80		Noor Clinic
81		Noor Davakhana
82		Osho Medicare
83		Shreejee Honey I. P. Ltd- Shreeji Ashtamrut
84		Shrinivas Gujarat Laboratories Pvt. Ltd./Shrinivas Tulsi Panchamrit
85		Speed Height Capsule
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88	HARYANA	Bengali Dawakhana
89		BT 36 Body Toner Capsules and cream
90		Hercules Healthcare
91		Izda Health Care Pvt Ltd
92		
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95		Juneja Clinic / Juneja Modern Clinic
96		Kisan Dham Shree Ladwa Gaushala
97		Laborate Pharma India Ltd/ Labolia Big Beauty
98		Lord Dhanwantri Ayurvedic Hospital
99		
100		Mata Tirath Devi Ayurvedic Hospital
101		Radha Kishan Children Hospital
102		Sahar Herbal Pharmacy Pvt Ltd
103		Shravya Speech and Hearing Clinic
104		Soliel International Healthcare Products / BT- 36 toner capsule and cream
105		
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107	HIMACHAL PRADESH	Kudos Laboratories India Limited
108		
109		SBS Biotech Ayurvedic Division
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112	JHARKHAND	Ambey Clinic / Dr Prabhat Kumar
113		KALPA FOUNDATION
114		OPLUS HEART CENTRE
115		Sex Samadhan Clinic

116		Sun Laboratories P Ltd/ Titanic K2 Capsules
117	KARNATAKA	Amrita Homeopathy and Aesthetics Multispeciality Clinic
118		AYURWIN PHARMACEUTICAL PVT. LTD./NUTRISLIM PLUS RANGE OF PRODUCTS
119		
120		Essentia Business Pvt. Ltd/Kamadeva Long Drive Range of Products
121		Mallur Flora and Hospitality Pvt. Ltd. / Miracle Drinks
122		Nisargalaya Drugs Pvt. Ltd. / Phyto X-tra Power
123		Positive Homeopathy
124		
125		Shifa Health Care Clinic
126		SRI DHARMASTHALA MANJUNATHESHWARA
127	KERALA	Arabindo School of Perfect Eye Sight
128		Ayur Veda Mantra
129		Francis Vaidyans Ayurveda Vaidyasala Pvt Ltd/ Mehyog
130		Kims Health Care Management Limited/ Kims Weight Management Clinic
131		Nila Pharmaceuticals/Arsamukthi
132		
133		Stimox Capsule
134	MADHYA PRADESH	Advanced Homeo - Health Centre
135		AMLAYA HERBALS-JIPPO AFRICAN OIL
136		APOORV HI-TECH
137		Ayushman Homeopathic Center
138		Chaturbhuja Pharma Company
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143		Dindayal Aushadhi
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149		Gehm Clinic and Research Center / Gehm Frez Tablets
150		GM Ayurveda
151		Heart and Health Care / Dr Dhillon Clinic
152		
153		Ratan Ayurvedic
154	Sanjivani Piles Clinic	
155	MAHARASHTRA	Bhagyesh Health and Beauty Care Pvt Ltd
156		Dr Batras Homeopathic Clinic

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161	DR RAJGURU HAIRCARE AND RESEARCH CLINIC
162	Dr. Batras Homeopathy Family Clinic
163	Dr. Jonwals Niramay Ayush Panchkarm Health Institute and Research Hospital
164	Dr. Munnir khan
165	Dr. Richas Unique Clinic
166	Emami Ltd./Zandu Vigorex
167	FORMULA-TEN
168	Gaharwar Pharma Products Pvt Ltd./ Gaharwar OTC Products
169	
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172	JUVENOR PHARMACEUTICALS / MUSLINITES GOLD
173	
174	
175	Lord Pharma Company/ Mehanorm Plus
176	Micropark Wellness
177	Naik Homeopathy Care and Cure Clinic/ Naik Homeopathy
178	Naik Hospital / Dr Yashpal Hair Treatment
179	NU Ayurveda Clinic
180	Nurture Health Care / Medora Upchar Paddhati
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185	Rajnish Hot Deal Pvt. Ltd./ Play Win Range of Products
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204	Ratan Ayurvedic Sansthan/ Sudhol Body Toner Capsules
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206	Ruchi Herbal Pvt. Ltd./ Long Dive Range of Products
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210	Shree Maruti Herbal / Stay on Oral Liquid
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250		Shri Ganesh Naturopathy Center
251		Stay On Power Capsules
252		
253		Unique International / Dr Richas Unique Clinic
254		Vedamrut Ayurvedic Health Education Trust and Research Centre
255		Waghanna Vaidyakiya Seva Pvt. Ltd.
256	ODISHA	Pushpa Clinic
257		Manishree Homeopathic Clinic
258	PUDUCHERRY	Shree Varma Ayurvedic Hospital
259		SHREE VARMA
260	PUNJAB	Deevya Ayurveda and Panchkarma Center
261		Dr. Dassans Life Care Ayurvedic Herbal Treatment and Research Centre
262		Jolly Health Care / Jolly Sunsex Gold Range of Products
263		
264		KUNDAN KIDNEY CARE CENTRE
265		New Model Clinic
266		
267		Prince Pharma/ 2Much Gold Capsules
268		Raj Dawakhana
269		Stammering Relief Centre
270		
271		SUNEHA HEALTH CARE
272	RAJASTHAN	AROGYAM PANCHKARMA
273		Astha clinic
274		
275		
276		Benda Acupuncture and Slimming Centre
277		Charak Kayakalp Hospital
278		
279		Chaudhary Bavasir Hospital

280		Jaipur Ayush Hospital
281		Kunnath Pharmaceuticals Pvt. Ltd. / Musli Power Range of Products
282		Sex Samadhan Clinic
283	TAMIL NADU	Amina Clinic
284		Liver and Gastro Care
285		Ram Swarna Clinic
286		RJR Hospitals
287		Shree Varma Ayurveda Hospital
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289		
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291		Sivaraj Siddha Vaithya Salai
292		Srigiri Ayurvedic Hospital
293		TELANGANA
294	Homeocare International Pvt. Ltd.	
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297	Positive Homeopathy	
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302	S. B. Ayurvedic Specialty Clinic / Dr	
303	Star Ayurveda/ Star Homoeopathy	
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308	Vardhan Ayurveda Hospital	
309	UTTAR PRADESH	
310		B K Arogyam and Research Center
311		
312		Badshahi Dawakhana
313		Bajrangi Nirogdham Aushadhalay
314		Capital Pharmacy / Attari Tel
315		
316		Care and care herbals- Shots range of products
317		Cenozoic Remedies Pvt Ltd
318		
319		Chittransh Homeo Hall
320		Classical Homeopath / Dr Meetwar Homeopathy
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322	Clean stone
323	Dr Atul Mishra
324	Dr Bhartis Holistic Wellness
325	Dr Guptas Skin and Hair Hospital
326	Dr Herring German Homeo Company
327	Dr Natasha Ayurvedic Doctor / Kavish Permanent Penis Tight Cream
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330	Dr P K Jain Clinic Pvt. Ltd.
331	Dr. A. K. Jain Clinic
332	Dr. Basus Eye Hospital/ Isotine Eye Drops
333	Dr. Rajesh Upadhyay Ksharsutra Clinic
334	Dr. Shukla Ayurvedic Sex Clinic
335	DR.NAWAL KISHORE HOSPITAL AND RESEARCH CENTRE
336	G. M. Pharmacy / Sadabahr Sugar Free
337	German Homeo Gastro Liver Hospital
338	GURUDEV MULTISPECIALITY CENTRE
339	Hair Grow
340	Hair Mantras
341	Hashmi Dawakhana
342	Ismail Pharma Range of Products/Night Stop Capsule and Powder
343	
344	Jagat Pharma / Isotine Ayurvedic Eye Drops
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347	Janta Clinic
348	
349	
350	Jivak Ayurveda Cancer Hospital
351	Khandelwal Accupresure Health Care System
352	Kusum Homeopathic Clinic / Dr Kamal Garg
353	Maa Homeo Chikitsa Kendra
354	Makewell Pharmacetucal/ Speed Height Capsule
355	
356	
357	Meghdoot Gramodyog Sewa Sansthan / Madhu Shoonya Powder
358	
359	Muniraj Ayurved Ashram/ Muniraj Arsh Hari
360	Noor Cancer Care
361	Olephia Biopharma Limited / Votif Syrup
362	OPTM HealthCare Pvt. Ltd./ UR Halt
363	Rana Dispensary

364		Sanjeevani Welfare Foundation / Sanjeevani Foundation
365		Sanjivani Ayurvedashram
366		Sardar Ji Skin Cure
367		Sarpal Homeohall / Dr. Puneet Sarpal Homeopath
368		Shanshah- E- Azam Capsules
369		Shree Hari Clinic
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371		
372		Shree Ujjwal Ayurveda / Shree Ujjawal Ayurveda Products
373		SHRI SAI HOSPITAL
374		Shubham Homeo Clinic
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377		
378		Sugar Control Clinic
379		Sun Ayurveda/ Surya Amrit Jivan
380		Taj Hospital
381		The Ano Rectal Clinic
382		
383		TILA FAKIRI TEL
384		Vaishnavi Charitable Trust
385		Yash Mens Centre
386	UTTARAKHAND	Shree Kalyan Ayurvedashram
387		Chaturbhuj Pharmaceutical Company / Japani Oil
388		
389		
390		Cosmo Vedant Herbal India / Vedantak Vati
391		Nirog Ayurvedic Center
392		Shree Kalyan Ayurvedashram
393		
394	WEST BENGAL	D.S.RESEARCH CENTRE
395		Dr Lama Modern Health Clinic
396		Merlin Natural Care Clinic
397		Nirmal Kayaz
398		Olivet Pharma Pvt. Ltd./ Ayusya Ayurvedic Super Speciality Treatment
399		
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401		S D Industries/ Zosh Range Of Products
402		Shree Baidyanath Ayur Bhawan Pvt. Ltd. / Baidyanath Vita Ex Gold Plus
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Annexure

**DETAILS OF MISLEADING ADVERTISEMENTS FORWARDED
TO STATE REGULATORY AUTHORITIES**

Sl.No.	Name of the State	Number of complaints forwarded
1	Andhra Pradesh	11
2	Bihar	1
3	Chandigarh	3
4	NCT of Delhi	80
5	Gujarat	37
6	Haryana	23
7	Himachal Pradesh	13
8	Karnataka	20
9	Kerala	7
10	Madhya Pradesh	38
11	Maharashtra	162
12	Odisha	1
13	Punjab	21
14	Rajasthan	9
15	Tamil Nadu	17
16	Telangana	17
17	Uttar Pradesh	94
18	Uttarakhand	13
19	West Bengal	18
	Total	585