

**GOVERNMENT OF INDIA
MINISTRY OF CHEMICALS & FERTILIZERS
DEPARTMENT OF PHARMACEUTICALS**

LOK SABHA
UNSTARRED QUESTION NO. 2518
TO BE ANSWERED ON 3rd December, 2019

Price of Branded Medicines

**†2518. SHRI DULAL CHAND GOSWAMI:
SHRI MITESH RAMESHBHAI PATEL (BAKABHAI):**

Will the Minister of **CHEMICALS AND FERTILIZERS** be pleased to state:

- (a) the details of the difference between the prices of branded and generic medicines;
- (b) whether the prices of branded medicines are independently fixed by the companies or there is some price fixation mechanism in place and if so, the details thereof;
- (c) whether medicines are not available at generic medicine kendras due to which patients have to buy branded medicines; and
- (d) the details of funds spent on promotion of PMBJP during the last five years?

ANSWER

**MINISTER IN THE MINISTRY OF CHEMICALS AND FERTILIZERS
(SHRI D. V. SADANANDA GOWDA)**

(a) & (b): The National Pharmaceutical Pricing Authority (NPPA) fixes the ceiling price of scheduled medicines (branded or generic) specified in the first schedule of the Drugs (Prices Control) Order, 2013 (DPCO) in accordance with the provisions of the DPCO. All manufacturers of scheduled medicines (branded or generic) have to sell their products within the ceiling price (plus applicable local taxes) fixed by the NPPA. A manufacturer is at liberty to fix the maximum retail price of a non-scheduled formulation (branded or generic) launched by it. However, as per the DPCO, the manufacturers of non-scheduled formulations are not allowed to increase the maximum retail price of such formulations by more than 10% per annum.

(c): No, Sir. The Bureau of Pharma PSUs of India (BPPI), the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) makes regular efforts for making all the drugs of its product basket available to the consumers. Sometimes, some drugs are not available for non-receipt of valid bids for a particular drug in a tender floated by the BPPI/non-supply by a vendor. Product basket of BPPI comprises of 802 drugs and 155 surgicals. Presently, 667 drugs and 56 surgicals are available for sale at PMBJP kendras.

(d): Bureau of Pharma PSUs of India (BPPI), the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), has been spreading awareness on Jan Aushadhi generic medicines through various types of advertisements such

Cinema Advertisements, Bus Brandings, State Transport Bus Stand Audio Advertisement, Digital Screen Advertisement at Railway Stations and social media platforms like facebook, twitter etc. and by organizing workshops. Financial year wise details of the amount spent for the publicity is as under:-

| Sl. No. | Financial Year | Amount in Rs. |
|---------|----------------|---------------|
| 1. | 2014-15 | Rs. 0.52 Cr. |
| 2. | 2015-16 | Rs. 0.94 Cr. |
| 3. | 2016-17 | Rs. 2.61 Cr. |
| 4. | 2017-18 | Rs. 4.74 Cr. |
| 5. | 2018-19 | Rs. 6.60 Cr. |
