

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 918
TO BE ANSWERED ON 07th FEBRUARY 2025**

“Misleading Advertisements on Curing COVID and Related Ailments”

918. Shri Sudama Prasad:

Will the Minister of AYUSH be pleased to state:

(a) whether any action has been taken by the Government against Patanjali Ayurved Ltd. for misleading advertisements on curing COVID and related ailments after the Hon'ble Supreme Court observed in its judgement that their advertisements were a deliberate and willful violation of the Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954 and its Rule;

(b) if so, the details thereof and if not, the reasons therefor;

(c) whether the Government has formed any specific guidelines to address the malaise of misleading advertisements by companies and if so, the details thereof and if not, the reasons therefor; and

(d) the details of such companies which have been penalised for fraudulent advertisements and also the number of companies whose licences have been cancelled for defrauding the people according to the Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954, company-wise?

ANSWER

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

(a) and (b) Yes sir, the Drugs and Cosmetics Act, 1940 and the Rules made thereunder state that enforcement of the legal provisions pertaining to Quality Control and issuance of drug license of

Ayurveda, Siddha, Unani and Homoeopathic drugs, are vested with the State Drug Controllers/ State Licensing Authorities appointed by the concerned State/ Union Territory Government.

State/UT Governments are also empowered to enforce the provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules made there under and Gazetted officers have been notified under section (8) of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 to enter, search any premises or examine or seize any record related to the alleged misleading or improper advertisements and initiate action against the cases of default.

As per the information received from State Licensing Authority, Uttarakhand, a Case (5739/2024) has been filed as per section 10 of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules made there under, in Hon'ble CJM Court Haridwar against M/s Patanjali Pharmacy & M/s Divya Pharmacy.

(c) Yes sir, Ministry of Ayush implemented a Pharmacovigilance Program for ASU & H Drugs as a component of Ayush Oushadhi Gunvatta evam Utpadan Samvardhan Yojana (AOGUSY) scheme under its Central Sector Scheme. The pharmacovigilance program is working through a three-tier network of a National Pharmacovigilance Centre (NPvCC), Five Intermediary Pharmacovigilance Centre's (IPvCs) and 99 Peripheral Pharmacovigilance Centres (PPvCs) established across 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.

Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder encompass the provisions for prohibition of misleading advertisements and exaggerated claims of drugs and medicinal substances including Ayush medicines, which appear in the print and electronic media and Ministry of Ayush has issued advisories and gives direction to SLAs to enforce and regulate as per the provision of this Act.

Section (3) of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 prohibits advertisements of certain drugs for treatment of 54 diseases and disorders, including diabetes, Obesity, Cancer. These diseases fall under the prohibited schedule of the act, which explicitly

forbids companies from promoting or marketing drugs as cure for these conditions. Subject to the provisions of this Act, no person shall take any part in the publication of any advertisement referring to any drug in terms which suggest or are calculated to lead to the use of that drug for the diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the Schedule, or any other disease, disorder or condition (by whatsoever name called) which may be specified in the rules made under this Act.

Further, Ministry of Ayush issued an Advisory dated 08.04.2024 and directed to all State/UT Ayush Drug Licensing Authorities, all Ayush drug manufacturers/associations, and the National Pharmacovigilance Coordination Centre regarding “Compliance to the labelling provisions for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs/medicines”.

Additionally, the Ministry of Ayush issued a Public Notice regarding misleading advertisements, which was published on 08.10.2024 in 100 leading newspapers across India, in Hindi, English, and several regional languages.

(d) As per the information received from states/UTs governments, the details of companies which have been penalised for fraudulent advertisements according to the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 are attached at **Annexure-I**.

Annexure-I

As per the information received from states/UTs governments-

(A) The details of companies whose licences have been cancelled for fraudulent advertisements according to the Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954 are as follows:

ANDHRA PRADESH	
1.	Mojas Herbals, at D. No: 76-97-P-763. Weaker section colony, Kurnool Andhra Pradesh
2.	M/s Vaidya Rushi Ayurvedics at Kurnool. Andhra Pradesh

(B) The details of companies which have been penalised for deceiving the public under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 are as follows:

KERALA	
1.	M/s Urjah Plus Biosciences Pvt Ltd, Door No.32/1572/43, Opposite EMC, NH Bypass,Palarivattom, Kochi, Ernakulum
2.	M/s Kunnath Pharmaceuticals, GCDA Complex, Marine Drive, Ernakulum
3.	1. M/s Herbocare, Podikulangara, Varode, Kottayi. P. P, Palakkad-678572 P. Chandrakala, Palackal House, P. O, Palakkad. 2. M/s Manipal Advertising company, Palarivattom, Ernakulum
4.	M/s Pandava Ayur Remedies, V/121, Annamananda, P.O., Thrissur, C.R. Dharmajan, Chillikkattil House, Alathur P.O, Thrissur
5.	1. M/s K-Link Health Care India Pvt. Ltd., Palarivattom, Kochi 2. M/s Welex Laboratories Pvt. Ltd, Maharashtra
6.	M/s Orthocare Products Private Limited, Keezhillam, Ernakulum
7.	M/s Krishna Ayurveda Pharmacy, Door No. K.P.0/689-A, Kolachery, P.O, Kannur-670601
8.	M/s Institute of Indian Therapies, Annamanada, Thrissur
9.	M/s Santhosh Pharmacy, Kadalundy, Malappuram
10.	M/s N P Ayurveda Research Laboratories, Maranadu, Ezhukone, Kollam
11.	M/s Francis Vaidyans Ayurveda vaidyasala (p) Ltd. Mala, Thrissur-680734

12.	M/s Marutha Pharma, Kudappanakunnu, Thiruvananthapuram
13.	M/s N.P Ayurveda Research Laboratories , Maranadu, P.O Ezhukone, Kollam
14.	Seerguru Ayurvedic Production centre, mavelikkara, alapuzha
15.	Avadynam Herbals Pvt. Ltd., Plot no: 17,18, TVMP
16.	Ayur research centre, Illickapadi, Eroor P.O, Thiruvananthapuram, Ernakulum
17.	Mediwing Pharmaceuticals pvt. Ltd., 48/2488-B, COCHIN
18.	Phytomed research foundation , III/IV, Ernakulum
19.	Shankar Pharmacy Ernakulum
20.	Devi Distributions (Madhava Pharmaceuticals Laboratories)

(C) The details of companies against which court cases have been filed for fraudulent advertisements under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 are as follows:

GUJARAT	
1.	Sunshine Healthcare, Surat – Bea DIABO TABLET & OTHERS
2.	Sunshine Healthcare, Surat- AROGYA JIVAN PRODUCTS
3.	Sunshine Healthcare, Surat- Prakruti shreni Ayurvedic
4.	Ayushman bhav Ayurveda, Surat- Ayushman bhav Ayurveda product
5.	Sunshine Healthcare, Surat- All products
6.	Dushyantam Ayurvedic Store, Surat- HC+ Hair Oil & other product for weight loss, Gas, Acidity, Piles
7.	Nirali Ayurvedic, Surat- Nirali Swadwshi Churna
8.	OM GREEN HERBAL PRODUCT- OM GREEN HERBAL, SURAT
MADHYA PRADESH	
1.	Divisa herbal Pvt Ltd.

(D) The details of companies that have been issued notices/Show cause notice for fraudulent advertisements under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 are as follows:

UTTARAKHAND	
1.	M/s DeltaZ Pharma India Private Limited, F-52, Industrial Area, Haridwar.
2.	M/s Indo Herbal Products, Plot No. 29, Sector 01B, IIED, SIDCUL, Haridwar
3.	M/s Swadeshi Ayurvedic Pharmacy, Imlikheda, Haridwar.
4.	M/s Indian Medicine Pharmaceuticals Corporation Ltd., Mohan, Almora.
5.	M/s Desh Rakshak Aushdhalay Limited, Khasra No. 308/1, 308/2, 309, 310/1, 310/2, 311, 312, Laksar Road, Village Bhogpur, Haridwar
6.	M/s Divya Yog Pharmacy, A-1, Industrial Area, Haridwar.
7.	M/s Divya Pharmacy Unit-2, Khasra No. 210, 211, Patanjali Food & Herbal Park, Laksar Road, Padhar, Haridwar.
8.	M/s Patanjali Ayurved Ltd., Unit-3, Padhar, Laksar Road, Haridwar.
9.	M/s Chaturbhuji Pharmaceuticals Company, Dahi Mandi, Daulatganj, Gwalior, M.P. by M/s Vyas Pharmaceuticals, Plot No. 77, Sector 6A, SIDCUL, Haridwar.
10.	M/s Multani Pharmaceuticals Ltd., Khasra No. 37, Village Makkhanpur, Bhagwanpur, Roorkee, Haridwar.
11.	M/s La-Grande Herbs & Pharma Ltd., Plot No. 13, Sector 6B, SIDCUL, Industrial Area, IIED, Ranipur, Haridwar.
12.	M/s Dharmadarshan Trividya Anusandhan Kendra Pvt. Ltd., Village Kaknawa, PO Thanu, District Dehradun by M/s Paras Dukh Bhanjan Ayurved Ashram, Kheri No. 2, Doiwala, Dehradun.
13.	M/s Syncom Healthcare Ltd., D-42, Area Selakui, Dehradun.
14.	M/s Sanjeevani Ayurved Ashram, Vaishali, Ghaziabad, Uttar Pradesh by M/s Ruchi Soya Industries Ltd., Khasra No. 92, 93, Village Makkhanpur, Dehradun Road, Bhagwanpur, Roorkee, Haridwar.
15.	M/s Emami Pharmaceuticals Works, Plot No. 40-41, Sector 5, Pantnagar Industrial Area, Udham Singh Nagar.
16.	M/s B.C. Hasaram & Sons, Upper Road, Haridwar.
17.	M/s Arogya Formulation Pvt. Ltd., 76, Sector-6A, SIDCUL, Haridwar.

GUJARAT	
1.	Sheth brothers - Kayam churna
2.	Emami Pvt Ltd- Zandu Pancharista
3.	Vasu Healthcare, Vadodara- Suvarna prashan, kumkumadi oil, sugar scrub enriched with kumkumadi oil, facial beauty oil
4.	Amar Ayurveda, Surat- Amarvira powder Diabetes special
5.	S B Biotech- Arshit brand products
6.	Vivvan herbals, Ahmedabad- Vivvan herbals products
7.	Shree Shankar Ayurvedic pharmacy products- Shree Shankar ayurvedic pharmacy. Ahmedabad
8.	Shreejee remedies products - Shreejee remedies, Ahmedabad
ANDHRA PRADESH	
1.	Sri Manjunadla Ayurveda Pvt Ltd. Racherla, Prakasam District, MFG & GMP License No. R-1936/Ayur
2.	Ayurveda Vanamulika Vaidyam, Gunipudi, Bheemavaram W.G District
3.	Herbo World, Ramakrishnapuram, Vijayawada, NTR District
4.	Jaguar Fat to Fit, Bandar Road, Vijayawada
5.	Anuvamsika Mulika Vaidyulu Ayurveda Product, Nandikotkur, Kurnool District
6.	Nageswara Rao Ayurvedic Hospital, Racherla, Prakasam District
7.	Pakshavatha Nivarana Vaidya Kendram, Banaganapalli, Nandyala District
8.	Sanjeevani Ayurvedic Vanamulika Vaidyam Herbal Product, Banaganapali, Nandyal District