

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA  
UNSTARRED QUESTION NO. 1006  
TO BE ANSWERED ON 25<sup>th</sup> July 2025**

**“AYUSH Safety Portal”**

**1006. Shri Dhairyasheel Sambhajirao Mane:**

**Shri Chavan Ravindra Vasantrao:**

**Shri Manish Jaiswal:**

**Shri Sudheer Gupta:**

Will the Minister of Ayush be pleased to state:

- (a) whether the Government has launched AYUSH safety portal to ensure action against misleading advertisement of ayurvedic medicines and if so, the details thereof;
- (b) whether the Government proposes to connect all the regulatory agencies to this portal to bring reconciliations among different agencies and if so, the details thereof;
- (c) the manner in which the said portal is likely to be beneficial for consumers/common man to save them from misleading advertisement and ensure that right information may reach them;
- (d) whether the Government has taken any initiatives to conduct post-marketing surveillance of AYUSH medicines to track their safety and efficacy and harmonise standards of AYUSH medicines;
- (e) if so, the details thereof and if not, the reasons therefor; and
- (f) the details of companies that have been penalised for fraudulent advertisements of Ayurvedic Medicines?

**ANSWER**

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

(a) to (c) Ministry of Ayush has launched an IT enabled online portal “Ayush Suraksha” to track the reported Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) and Adverse Drug Reactions (ADRs) on 30<sup>th</sup> May 2025.

The portal features a centralized dashboard for real-time tracking of suspected ADRs and capturing of MLAs /OAs for prompt regulatory action and in-depth data analysis.

The portal has been aligned with the National Pharmacovigilance Program and integrates data from State/UTs (Ayush) Licensing Authorities, Pharmacovigilance Centers, and Central Government bodies like Ministry of Information and Broadcasting (MoI&B), Central Consumer Protection Authority (CCPA), National Commission for Indian System of Medicine (NCISM), National Commission for Homoeopathy (NCH), Press Council of India (PCI), Food Safety and Standards Authority of India (FSSAI) and Ayush Vertical under Central Drugs Standard Control Organization (CDSCO), which ensures scientific rigor in monitoring safety concerns.

The portal allows consumers, Ayush healthcare professionals to report and regulatory authorities to monitor MLAs /OAs, ADRs. All complaints on the portal can be reviewed by National Pharmacovigilance Centre (NPvCC) and Ministry of Ayush, thus promoting transparency and accountability in the regulatory framework.

(d) and (e) Ministry of Ayush has implemented a Central Sector Scheme- Ayush Oushadhi Gunavatta evam Utpadan Samvardhan Yojana (AOGUSY). One of the components of this scheme is Pharmacovigilance Program for Ayurveda, Siddha, Unani, and Homoeopathy (ASU & H) Drugs including surveillance of misleading advertisements.

The program is working through its three-tier network and vision is to improve patient safety in Indian population by monitoring the ASU & H drugs safety by keeping vigilance over the post-marketing use of ASU&H drugs and reporting culture of suspected ADRs, keeping surveillance of misleading advertisements appearing in print and electronic media, organising awareness events regularly across the country to generate awareness regarding the Ayush therapeutic approaches and educating healthcare professionals about the systematic use of Ayush drugs.

Further, Ministry of Ayush has recently launched an IT enabled online portal- “Ayush Suraksha” to track reported MLAs / OAs and ADRs.

As per Section 22 of the Drugs and Cosmetics Act, 1940, Drug Inspectors are authorized to conduct post-marketing surveillance by collecting product samples from Ayurvedic manufacturing units or retail outlets within their jurisdiction. These samples are then sent to Drug Testing Laboratories under the Drug Control Department for quality analysis and for further necessary action, accordingly.

(f) As per the information received from States/UTs Governments, the details of companies which have been penalised for fraudulent advertisements of Ayurvedic medicines are attached at **Annexure-I.**

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**Annexure-I**

As per the information received from States/UTs Governments the details of companies, which have been penalised for fraudulent advertisements of Ayurvedic medicines are as follows:

<b>KERALA</b>	
<b>S. No.</b>	<b>Details of companies penalized for fraudulent advertisement in last five years</b>
1.	M/s N P Ayurveda Research Laboratories, Ezhukone, Kollam
2.	M/s N P Ayurveda Research Laboratories, Maranadu. Ezhukone, Kollam
3.	M/s Francis Vaidyans Ayurveda Vaidyasala (p) Ltd. Mala. Thrissur-680734
4.	M/s Marutha Pharma, Kudappanakunnu, Thiruvananthapuram
5.	M/s Shankar pharmacy Manjummel.Ernakulam
6.	M/s Madhava pharmaceutical Laboratories Door No:67/2087 (New) Banerjee Road Ernakulam
7.	M/s francis Vaidyans Ayurveda vaidyasala (p) Ltd Mala, Thrissur-680734
8.	1. M/s Urjah Plus BioSciences Pvt Ltd, Door No. 32/1572/43, Opposite EMC, NH Bypass, Palarivattom, Kochi, Emakulam 2. Sri Sivadas Sekharan, Director of M/s Urjah Plus Bio Sciences Pvt. Ltd, Palarivattom, Kochi, Ernakulam
9.	1. M/s Kunnath Pharmaceuticals, GCDA Complex, Marine Drive, Ernakulam 2. Mr K.C Abraham, Kunnath House. Mudavoor.p.o. Muvattupuzha, Ernakulam
10.	1. M/s Herbocare, Podikulangara. Varode. Kottayi P.O, Palakkad-678572 P.Chandrakala, Palackal House, Mathoor. P.O.Palakkad 2. M/s Manipal Advertising company. Palarivattom. Ernakulam 3. Seen Asif. Asif Manzil Pachakadavu, Indhira Nagar, Kuttichal, Kattakkada, Thiruvananthapuram
11.	M/s Pandava AyurRemedies, V/121. Annamanada.P.O., Thrissur C.R. Dharmajan, Chillikkattil House, Alathur P.O, Thrissur
12.	1. M/s K-Link Health Care, Palarivattom, Kochi Mr. Payyakkal Devadas, K-Link Health Care India Pvt Ltd., Aminjikarai, Chennai, Tamil Nadu 2. M/s Welex Laboratories Pvt. Ltd, Maharashtra Mr.Roopam Yaswanth Bhatt

13.	M/s Orthocare Products Private Limited, Keezhillam, Emakulam  Dr.P.P.Pathrose, Parathuvayalil, Keezhillam, Ernakulam
14.	M/s Krishna Ayurveda Pharmacy, Door No. K.P.9/689-A, Kolachery P.O, Kannur-670601 Sujith.A.V. S/o A Krishnan Vaidyar, Krishna, Karingalkuzhy, Kolachery P.O, Kannur-670601

Gujarat	
S. No.	Details of the Companies that have been Penalised
1.	D Sona Gum Care Powder, Mfg. By: Apricus Lifecare Pvt. Ltd., Narol
2.	Jayshree Paylora Powder And Ointment, Mfg. By: Jayshree Pharmaceuticals, Bapunagar
3.	Shreejee Hari Oil, Mfg. By: Shreejee Remedies, Naroda
4.	Mahabhringaraj Oil, Mfg Firm- Ramkrishna Vidyut Ayurvedic Pharmacy Pune
5.	Hempushpa, Mfg. By: Rajvaidya Sheetal Prasad And Sons, New Delhi
6.	Naturolax-A, Mfg. By: Piramal Pharma Limited
7.	Zalim Lotion, Mfg. By: Oriental Chemical Works, Indore
8.	Udapa-S 10/100 (Dapagliflozin And Sitagliptin Tablets 10mg/100 Mg), Mfg.By: M/S. Exemed Pharmaceuticals, Plot No. 133/1 & 133/2, G.I.D.C., Selvas Road, Dist: Valsad-396195 & (Marketed By ) M/S. Usv Private Limited, B.S.D. Marg, Govandi, Mumbai-400088
9.	Nicogel Pro, Mfg. By: M/S Lanico Lifescience Pvt. Ltd., Plot No. 203/A. Mahagujarat Ind. Estate, B/H Aia Engineering, Moraiya, Ta. Sananad, Dist. Ahmedabad,
10.	Balaji Aarsh Har Capsule & Cream,Mfg. By: M/S Giniva Pharmaceutical, 5/26, Asha Appartments, Kiran Park, Nava Vadaj.
11.	Amla Hari Tablet, Gesari Pills, Malsuddhivati Tablet, Mfg. By: Harinarayan Pharmacy, Sanand
12.	Shree Shankar Ayurvedic Pharmacy Product, Mfg. By: Shree Shankar Ayurvedic Pharmacy, Sanand
13.	1. Diakyor Capsule 2. Madhusudan Kalp Powder 3. Bio Vasaton 4. Maca- Capsule 5. Gajraj Oil 6. Bea-Diabo Tablet

	Hc+ Hair Oil, Marketed Firm –Sunshine Healthcare, 407-408, The Paladium Mall, Yogi Chowk, Punagam, Surat
14.	Hc+ Hair Oil, Marketed Firm- Dushyantam Ayurveda Agency, 39, Sunrise Complex, Mota Varachha, Surat Manufactured Firm- Dushyantam Ayurveda, Pvt. Ltd.P-6, Saidham Society, Godadara, Surat
15.	1. Sanjivni Liquid Extract 2. Noni Juise Mfg. By: Nutan Ayurvedic Research Centre, N H 8, Bhudel, Nadiad
16.	Dr. Ortho Oil, Mfg. By: Indo Herbal Products (Unit  I ) Plot No-29,Sector 1b,Iie,Sidcul Ranipur, Haridwar, Uttarakhand-249403 Marketed By- Divisa Herbals Pvt. Ltd. Mouza Rampur Jattan,Nahan Road Kala Amb,Dist-Simour, Himachal Pradesh-173030
17.	B Tex Ointment, Mfg. By: B Tex Ointment Mfg Company, C16,17, Udhog Nagar, Vijalpore, Navsari
18.	Achal Aloe vera, Amla, Jamun With Neem Ras, Marketed Firm: M/S. Kaachal Exporters Pvt Ltd. Sirohi, Raj. Mfg Firm: M/S. Radha Pharmacy, Sirohi, Raj.
19.	Jodcare Oil, Mfg. Firm: Dada Organics Ltd. Ta. Kotda Sangani Dist. Rajkot
20.	Go Dhadhar Kit, Mfg. Firm: Narad Aushad Bhandar At.Ta.Jetpur Dist. Rajkot
21.	Derpain Lotion, Mfg. Firm: Meghdar Healthcare At.Chhapara Ta.Lodhika Dist. Rajkot
22.	Va Tel, Mfg. Firm: Domadiya Brothers At. Metod Ta.Lodhika Dist. Rajkot
23.	Ezee Pain Reliever Ointment, Mfg. Firm: Maheta Unani Pharmacy And Co. Pvt. Ltd. At.Metod Ta.Lodhika Dist. Rajkot
24.	Rosaline Liniment, Mfg.Firm: M/S. Bhavasar Chemicals Pvt Ltd, Vyara
25.	Dharasana Malis Tel And Dharasana Lep, Firm Name: Ms Shah Maganlal Chunilal Gandhi
26.	Zandu Pancharishth Diadrishta-21 Syrup, Firm Name: Ms Emami Pvt Ltd Vapi
27.	Enunig Adivasi Hair Oil 100 ML, Firm Name: Enaunig India Pvt Ltd Surat
28.	Chaitanya Oil 50 ML, Firm Name: Ms Kalpatru Ayurvedic Pharmacy Valsad
29.	Kranti Adivasi Hair Oil 100 ML, Firm Name: Kranti Pharmaceuticals Surat
30.	Kayam Churna, Tablet, Pratkar Kadha, Firm Name: M/S. Sheth Brothers
31.	Touch Up Hair Fall Control Oil, Firm Name: Vasu Healthcare Pvt. Ltd.,
32.	Parth Janani Oil, Mfg Firm : Vaishnav Biotech, Datia- 475661 (M.P.)
33.	1. Ashvashila Capsules 2. Shilajit Capsules

	Mfg Firm: Patanjali Ayurveda Ltd
34.	Dr Vashishta Ayu Pharmacy Products Advertisement On WhatsApp Firm Name: Dr Vashishta Ayu Pharmacy, Sanand ,Ahmedabad
35.	Bal Arogya Vati, Firm Name: Shree Chandinath Ayurvedic Pharmacy, Dholka
36.	Jil Hair Oil, Firm Name: M/S. Aarogya Jyoti Pharmacy, Plot No.59, Gidc, Vitthal Udhyognagar, Anand
37.	Amarvira Powder Mfg Firm: Amar Ayurveda , Surat
38.	Chuu Balm, Firm Name: M/S. Fredun Pharmaceuticals Limited, Maharashtra
39.	Pailess Capsule, Firm Name: M/S. Satyam Healthcare, Panchmahal
40.	Vicco Turmeric Skin Cream, Firm Name: M/S. Vicco Laboratories, Maharashtra
41.	Glucorid Dia Capsule, Mfg. By: M/S. Astral Biotech. 27, 3rd Floor, J V Industrial, Nr Ramji Industrial Pasodara Patiya, Navagam, Kamrej, Surat, Gujarat 394185
42.	1. Miracaid Pile Bust Capsules 2. Tiruvant Skin Epf Cream, 3. Femican Syrup 4. Envzyyme Syrup 5. Liv Hb Syrup Firm Name: Tiruvant Healthcare, Indrad, Kadi
43.	1. Vogor & Vital Drop 2. Leucoder-X Drop 3. Naricare Tonic (Homeopathic Medicine) Firm Name: Homeotic International, Plot No. 6 Chhatral Industrial Park, Vadaswami, Kalol, Dist. Gandhinagar

ODISHA	
S. No.	Details of companies penalized for fraudulent advertisement in last five years
1.	M/s Rana Pharmaceuticals and Research, Cuttack

UTTARAKHAND	
S. No.	Details of companies penalized for fraudulent advertisement in last five years
1.	M/s Patanjali Pharmacy
2.	M/s Divya Pharmacy

<b>BIHAR</b>	
<b>S. No.</b>	<b>Details of companies penalized for fraudulent advertisement in last five years</b>
1.	M/S Dhanwantri Pharmaceuticals Serbarkhera, Kashipur-244713 Uttarakhand.
2.	M/S Emami Limited, G.LD.C Plot no 82, Valsad. Vapi Gujarat-396195
3.	M/S Trio Healthcare Pvt. Ltd, Plot No-5. Sardar Patel Ind. Park, Dhamatvan Village Road, Ta- Daskroi, Dist. Ahmedabad-382435 Gujarat, India
4.	M/S Vitalcare Pvt. Ltd. 361-362. G.I.D.C, Por-391243 Dist. Vadodara-382435 Gujarat, India.
5.	M/S HAPDCO Herbals Pvt. Ltd. Dasauli Kursi Road, Lucknow-226026
6.	M/S Aurio Pharma Laboratories Pvt. Ltd. Rabindra Sarani, Nimta Kolkata-700049
7.	M/S Sheth Brothers 30, G.LD.C Vithalwadi, Bhavnagar Gujarat-364001
8.	M/S Agrasen Ayurved Bhawan Pvt. Ltd Karmalichak, P.O- Malsalami, Patna Bihar-800008
9.	M/S Dabur India Limited, Plot No-22. Site iv, Sahibabad-201010, Ghaziabad (UP)
10.	M/S Vyas Pharmaceuticals 98-C, Sector E, Sanwer Road, India-45201



