

No. 4407/77/2017-BC-I
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110 001

Dated: 12.07.2017

ADVISORY

Subject: Compliance of provisions of Drug and Magic Remedies (Objectionable Advertisements) Act, 1954 and Drugs & Cosmetic Act, 1940 while telecasting advertisements on TV channels.

Whereas Ministry of AYUSH has informed this Ministry that some channels carry advertisements with exaggerated or improper claims of Ayurvedic, Siddha, Unani and Homoeopathic (AYUSH) drugs which mislead the consumers and pose potential health risk with self-medication. Miraculous solution of all health problems are offered by the self-proclaimed Doctors, Gurus and Vaidhs in these advertisements/ programmers.

2. Misleading advertisement of these AYUSH products and AYUSH drugs are in violation of Drug and Magic Remedies (Objectionable Advertisements) Act, 1954, Drugs & Cosmetic Act, 1940 and rules framed thereunder as amended from time to time.

3. In view of the above, and in order to protect the citizens from misleading advertisement and health risk, all TV channels are hereby advised to ensure strict compliance of provisions of Drug and Magic Remedies (Objectionable Advertisements) Act, 1954 and Drugs & Cosmetic Act, 1940 as amended from time to time and these rules should be adhered to in letter and spirit while telecasting advertisements on TV channels. In respect of AYUSH health products/drugs, TV channels are advised to advertise only products that have valid license issued by M/o AYUSH or State Drug Licensing Authorities. Any failure will attract action as per provisions of the Rule.



[Amit Katoch]

Director(BC)

Tele # 2338 6394

To,
All Channels.

(अमित कटोच)
(AMIT KATOCH)
निदेशक (बी.सी.)/Director (BC)
सूचना एवं प्रसारण विभाग
Min. of Information & Broadcast
भारत सरकार, नई दिल्ली
Govt. of India, New Delhi

Copy for necessary action to:

1. The President, News Broadcasters Association (NBA), Mantec House, 2nd Floor, C-56/5, Sector 62, Noida-201 301.
2. The President, Indian Broadcasting Foundation (IBF) 8-304, III Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110 049.

Copy for information to:

1. Ministry of Ayurveda, Yoga & Naturopathy, Unni, Siddha and Homeopathy (Ayush), 'B' Block, GPO Complex, INA, New Delhi 110023 wrt their O.M. No. K-11024/03/2013-DCC (Ayush) dated 14.6.2017.
2. The Secretary General, ASCI, B/717, Aarus Chambers Marg, Worli, Mumbai-400 018. w.r.t letter dated 07.09.2016.



[Amit Katoch]

Director(BC)

Tele # 2338 6394

(अमित कटोच)

(AMIT KATOCH)

निदेशक (बी.सी.)/Director (BC)

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भारत सरकार, नई दिल्ली

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