



भारत 2023 INDIA

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सत्यमेव जयते



भारतीयप्रेसपरिषद्  
**PRESS COUNCIL OF INDIA**

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PR/14/2024-PCI-Reference

Dated: 16.05.2024

## Press Release

### Press Council of India Advises Print Media to Comply With the Ministry Of Ayush Advisory Dated 18.04.2024

Press Council of India Advises Print Media to comply with the following advisory issued by the Ministry of Ayush dated 18.04.2024:

It has come to the notice of Ministry of Ayush that some Ayush drug manufacturers are mentioning following particulars on the labels of their drugs/products or in advertisements of their licensed ASU&H products in print and/or electronic media:

- Mentioning that the drug/ product is "Approved/Certified by Ministry of Ayush"
- Displaying "Green logo" on the product and mentioning "100% vegetarian".
- Claiming the product as "100% Safe", "Free from side effects", "Guaranteed Treatment", "Permanent cure" etc.
- Claiming nutraceutical value to Ayush drugs/ products.

2. In this regard, it is to inform that –

i. Ministry of Ayush, Government of India does not grant manufacturing license or approval for any Ayush drug/medicine.

ii. Rule 158B of Drugs and Cosmetics Rules, 1945 prescribes guidelines for issue of license with respect of Ayurveda, Siddha and Unani (ASU) drugs.

iii. Licensing by State Drug Licensing Authority shouldn't be construed as an approval by "Ministry of Ayush". License issued by state SLA is a permission to manufacturer for sale of the particular drug/ product based on the fulfilment of stipulations laid down under the Drugs and Cosmetics Act, 1940 and Rules thereunder.

iv. Rule 161, 161A and 161B of Drugs and Cosmetics Rules, 1945 have exclusive provisions for labelling of Ayurveda, Siddha and Unani (ASU) drugs. Further, rule 106-A of Drugs and Cosmetics Rules, 1945 have provisions for labelling of Homoeopathic medicine.

v. Provisions related to advertisement of a drug, including Ayush drugs are prescribed under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

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vi. Besides these, the Consumer Protection Act, 2019; the Cable Television Networks Act, 1995; the Emblems & Names (Prevention of Improper Use) Act, 1950 are few Acts/ Regulations that have provisions to control misleading advertisements.

3. In view of aforementioned facts/ extant Acts and Rules, all Ayush drug manufacturers have been advised by Ministry of Ayush –

i. To strictly adhere to the aforementioned labelling provisions and advertisements of ASU&H drugs, prescribed under various Acts and Rules.

ii. Any misleading claim/advertisement in any form or on any platform will attract consequent legal actions by the Competent Authorities.

iii. Any claim of "Approved/Certified by Ministry of Ayush" on the label or advertisement of ASU&H drugs, will attract consequent legal action against the alleged manufacturer by the Ministry of Ayush.

4. Further, State Drug Licensing Authorities are hereby advised to examine all such ASU&H drug licensed claiming "approval/certification by Ministry of Ayush" either on label or in the advertisements and ensure compliance to this advisory.

**The Print media may take note of the aforesaid relevant guidelines issued in the Ministry of Ayush's Advisory for compliance.**

