

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:1063  
ANSWERED ON:05.08.2011  
ADVERTISEMENT OF MEDICAL PRODUCTS  
Hussain Shri Syed Shahnawaz

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether the Government has taken note of certain healthcare products and drugs being popularized by their manufacturers through aggressive and misleading publicity in print and electronic media;
- (b) if so, the details thereof;
- (c) whether any agency has been appointed to verify such claims and certify advertisements of these products;
- (d) if so, the details thereof and if not, the reasons therefor; and
- (e) the action taken against the manufacturers/companies whose claims have been found misleading during the last three years and the current year?

**Answer**

THE MINISTER OF STATE FOR HEALTH & FAMILY WELFARE (SHRI SUDIP BANDYOPADHYAY)

(a) to (e): The regulatory control over the misleading advertisements of drugs in certain cases and remedies alleged to possess magic qualities is exercised under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and rules made thereunder. State/UT Governments are responsible for taking action as per provision of the Act.