Pharmaceutical Advertising: India (2013)

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A discussion by Safir Anand on the laws and codes of practices governing advertising of medicinal products in India. In India, pharmaceutical advertising is governed by The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and The Drugs and Cosmetics Rules, 1945. However these Acts do not lay down the minimum essential information requirements for advertisements. The Organization of Pharmaceutical Producers of India in its Code of Pharmaceutical Marketing Practices also provide guidelines for the information requirements in advertisements and the allowed practices for the promotion of pharmaceutical products. The Indian department of Pharmaceuticals has also come up with a Code of Marketing Practice for Indian Pharmaceutical Industry which is a voluntary code of Marketing Practices for Indian Pharmaceutical Industry. *This chapter was published in ICLG's Pharmaceutical Advertising 2013.* To continue reading, please contact us at email@anandandanand.com

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