

Making False Claims, Publishing of Misleading and Objectionable Advertisements* of Ayurvedic and Unani Drugs is a Punishable Offence Under The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules, 1955.

Procurement of miscarriage or prevention of conception



Maintenance or improvement of the capacity of human beings for sexual pleasure



Correction of menstrual disorder



Prohibition of advertisement of drugs for treatment of certain diseases and disorders like-



Pneumonia



Stature of persons



Kidney & Bladder Stones



Fever



Obesity



Brain Diseases



Heart Diseases



Eye Diseases



Arteriosclerosis



Rheumatism



Nervous Disorders



Blood Pressure



Diabetes



Female Diseases



AIDS



Asthma



Cancer



Gall Stones

and others as per Schedule of the DMR(OA) Act, 1954 and Rule, 1955.

Violation of above lead to **PENALTY** (u/s 7 of DMR(OA) Act, 1954)



Imprisonment

(Upto 6 months → extend to 1 year)



With Fine



With Both



*Advertisements includes notice, circular, label, wrapper, or other document and any announcement made orally or by any means of producing or transmitting light, sound or smoke through print media, TV, Radio, Online Platforms or Social Media etc.

For reporting/complaints and further information mail at reportad-ayush@delhi.gov.in

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