

Press Release – Spurious Drugs

In yet another initiative, the IPA companies are joining hands to tackle the menace of spurious drugs, leveraging experience and dedication of Mr J F Ribeiro, former DGP-Punjab, and his associates.

The lax regulatory standards, inadequate enforcement and the government (read NPPA) apathy have allowed growth of spurious, counterfeit and fake drugs to alarming proportions. Some companies estimate the spurious drugs to account for one-sixth of total sales turnover of their popular brands.

The spurious drugs not only hurt the companies by loss of sales, they tar their image and reputation of their brands. The consumer gets cheated, as spurious drugs do not treat the ailment and consumer continues to suffer. In case of critical condition of the patient, it could even be life threatening. Besides the company and the consumer, the government suffers revenue loss, as manufacturers of spurious drugs do not pay excise duty, sales tax and income tax. Likewise, the trade in spurious drugs being unaccounted, those dealing in the spurious drugs also do not pay tax thereon.

The IPA companies with the help of Mr J F Ribeiro and his associates intend to intensify their drive against spurious manufacturers and trade and bring them to book. For the first time in Pharmaceutical Industry, and next only to the music industry, a serious initiative like this is being taken to curb the menace of spurious drugs. They will work with the State Drug Control Administration and the Police Department to track down the culprits. Once they are traced, their particulars will be furnished to revenue departments to put them on their trail, besides pursuing with prosecution.

The trade is hereby advised to obtain their requirement only from the authorized distributor/wholesalers of the company. The consumers are requested to purchase their medicines from the neighbourhood chemists and insist on bill/cash memo for their purchases. If they ever suspect the origin of the drugs purchased, they may please contact the nearest sales office or the headquarters of the company concerned.

Combining the market clout of India's top research based companies and using a powerful agency like that of Mr J F Ribeiro, the new initiative will make the IPA a formidable force in the domestic pharmaceutical market.

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