

THE DRUGS AND MAGIC REMEDIES (OBJECTIONABLE
ADVERTISEMENTS) ACT, 1954

(Act No 21 of 1954)¹

An Act to control the advertisements of drugs in certain cases, to prohibit the advertisement for certain purposes of remedies alleged to possess magic qualities and to provide for matters connected therewith.

(30th April 1954)

Be it enacted by Parliament as follows:

1. *Short title, extent and commencement.* – (1) This Act may be called the Drugs and Magic remedies (Objectionable Advertisements) Act, 1954.

(2) It extends to the whole of India² except the State of Jammu and Kashmir, and applies to persons domiciled in the territories to which this Act extends who are outside the said territories.

(3) It shall come into force on such date³ as the Central Government may, by notification in the Official Gazette, appoint.

2. *Definitions.* – In this Act, unless the context otherwise requires, -

(a) “advertisement” includes any notice, circular, label, wrapper, or other document, and any announcement made orally or by any means of producing or transmitting light, sound or smoke;

(b) “drug” includes-

- (i) a medicine for internal or external use of human beings or animals;
- (ii) any substance intended to be used for or in the diagnosis, cure, mitigation, treatment or prevention of disease in human beings or animals;
- (iii) any article, other than food, intended to affect or influence in any way the structure or any organic function of the body of human beings or animals;
- (iv) any article intended for use as component of any medicine substance or article, referred to in sub-clauses (i), (ii), and (iii);

1.Extended to Pondicherry by Reg.7 of 1963, Sec3 w.e.f. 01.10.1963

2.Extended to Sikkim by S.O. 852(E) dated 26.10.1989 w.e.f. 01.11.1989.

3.1st April 1955 vide G.O.I.Notification S.R.O.511 dated 26.2.1955

(c) “magic remedy” includes a talisman, *mantra*, *kavacha*, and any other charm of any kind which is alleged to possess miraculous powers for or in the diagnosis, cure, mitigation, treatment or prevention of any disease in human beings or animals or for affecting or influencing in any way the structure or any organic function of the body of human beings or animals;

¹(cc) “registered medical practitioner” means any person, -

- (i) who holds a qualification granted by an authority specified in, or notified under Sec.3 of the Indian Medical Degrees Act,1916 (7 of 1916) or specified in the schedules to the Indian Medical Councils Act,1956 (102 of 1956); or
- (ii) who is entitled to be registered as a registered medical practitioner under any law for the time being in force in any State to which this Act extends relating to the registration of medical practitioner;

(d)“taking part in the publication of any advertisement” includes, -

- (i) the printing of the advertisement,
- (ii) the publication of the advertisement outside the territories to which this Act extends by or at the instance of a person residing within the said territories;

²[* * *]

3. *Prohibition of advertisement of certain drugs for treatment of certain diseases and disorders.* – Subject to the provisions of this Act, no person shall take part in the publication of any advertisement referring to any drug in terms which suggests or are calculated to lead the use of that drug for, -

- (a) the procurement of miscarriage in women or prevention of conception in women; or
- (b) the maintenance or improvement of the capacity of human beings for sexual pleasure;
- (c) the correction of menstrual disorders in women; or

³[(d) the diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the schedule, or any

1.Ins.by Act 42 of 1963

2.Clause (c) omitted by Act 42 of 1963, Sec.2

3.Subs.by Act 42 of 1963

3.

disease, disorder or condition (by what so ever name called) which may be specified in the rules made under this Act:

Provided that no such rule shall be made except,

- (i) in respect of any disease, disorder or condition which requires timely treatment in consultation with a registered medical practitioner or for which there are no accepted remedies; and
- (ii) after consultation with the Drugs Technical Advisory Board constituted under the Drugs and Cosmetics Act, 1940 (23 of 1940), and, if the Central Government considers necessary, with such other persons having special knowledge or practical experience in respect of Ayurvedic or Unani systems of medicines as that Government deems fit.]

4. *Prohibition of misleading advertisements relating to drugs.* – Subject to the provisions of this Act, no person shall take part in the publication of any advertisement relating to a drug if the advertisement contains any matter which-

- (a) directly or indirectly gives a false impression about the true character of the drug; or
- (b) makes a false claim for the drug; or
- (c) is false or misleading in any material particular.

5. *Prohibition of advertisement of magic remedies for certain diseases and disorders.* – No person carrying on or purporting to carry on the profession of administering magic remedies shall take part in the publication of any advertisement referring to any magic remedy which directly or indirectly claims to be efficacious for any of the purposes specified in Sec.3.

6. *Prohibition of import into, and export from, India of certain advertisements.*

No person shall import into, or export from, the territories to which this Act extends, any document containing any advertisement of the nature referred to in Sec.3, or in Sec.4 or Sec.5, and any document containing any such advertisement shall be deemed to be goods of which the import or export has been prohibited under Sec.19 of the Sea Customs Act, 1878 (8 of 1878) and all the provisions of that Act shall have effect accordingly, except that Sec.183 thereof shall have effect as if for the word “shall” therein the word “may” were substituted.

7. *Penalty.* - Whoever contravenes the provisions of this Act ¹[or the rules made there under] shall, on conviction, be punishable-

(a) in the case of first conviction, with imprisonment which may extend to six months, or with fine, or with both;

(b) in the case of subsequent conviction, with imprisonment which may extend to one year, or with fine, or both.

8. ²[*Powers of entry, search etc.* - (1) Subject to the provisions of any rules made in this behalf, any Gazetted officer authorized by the State Government may, within the local limits of the area for which he is so authorized, -

(a) enter and search at all reasonable times, with such assistance, if any, as he considers necessary, any place in which he has reason to believe that an offence under this Act has been or is being committed;

(b) seize any advertisement which he has reason to believe contravenes any of the provisions of this Act;

Provided that the power of seizure under this clause may be exercised in respect of any document, article or thing which contains any such advertisement, including the contents, if any, of such document, article or thing, if the advertisement cannot be separated by reason of it being embossed or otherwise from such document, article or thing without affecting the integrity, utility or saleable value thereof;

(c) examine any record, register, document or any other material object found in any place mentioned in clause (a) and seize the same if he has reason to believe that it may furnish evidence of the commission of an offence punishable under this Act.

(2) The provisions of the Code of Criminal Procedure, 1973(2 of 1974), shall, so far as may be, apply to any search or seizure under this Act as they apply to any search or seizure made under the authority of a warrant issued under Section 98 of the said Code.

(3) Where any person seizes any thing under clause (b) or clause (c) of subsection (1), he shall, as soon as may be, inform a Magistrate and take his orders as to the custody thereof.]

1.Ins.by Act 42 of 1963

2.Subs.by Act 42 of 1963

9. *Offences by companies.* – (1) If the person contravening any of the provisions of this Act is a company, every person who at the time the offence was committed, was in charge of and was responsible to the conduct of the business of the company as well as the company shall be deemed to be guilty of the contravention and shall be liable to be proceeded against and punished accordingly:

Provided that nothing contained in this sub-section shall render any such person liable to any punishment provided in this Act if he proves that the offence was committed without his knowledge or that he exercised all due diligence to prevent the commission of the offence.

(2) Notwithstanding any thing contained in sub-section (1) where an offence under this Act has been committed by a company with the consent or connivance of, or attributable to any neglect on the part, of any director or manager, secretary or other officer of the company, such director, manager, secretary or other officer of the company shall also be deemed guilty of the offence and shall be liable to be proceeded against and punished accordingly.

Explanation. – For the purposes of this section, -

(a) “company” means any body corporate and includes a firm or other association of individuals, and

(b) “director” in relation to a firm means a partner in the firm.

¹[9-A. *Offences to be cognizable.* – Notwithstanding anything contained in the Code of Criminal procedure, 1973(2 of 1974), an offence punishable under this Act shall be cognizable.]

10. *Jurisdiction to try offences.* – No Court inferior to that of a Presidency Magistrate or a Magistrate of the first class shall try any offence punishable under this Act.

²[10-A. *Forfeiture.* – Where a person has been convicted by any Court for contravening any provisions of this Act or any rule made there under, the Court may direct that any document (including all copies thereof), article or thing, in respect of which the contravention is made, including the contents thereof where such contents are seized under clause (b) of sub-section (1) of Section 8, shall be forfeited to the Government.]

11. *Officers deemed to be public servants.* – Every person authorized under Section 8 shall be deemed to be a public servant within the meaning of section 21 of the Indian Penal Code (45 of 1860).

12. *Indemnity.* – No suit, prosecution or other legal proceeding shall lie against any person for anything which is in good faith done or intended to be done under this Act.

13. *Other laws not affected.* – The provisions of this Act are in addition to, and not in derogation of the provisions of any other law for the time being in force.

14. *Savings.* – Nothing in this Act shall apply to -

(a) any sign board or notice displayed by a registered medical practitioner on his premises indicating that treatment for any disease, disorder or condition specified in Sec.3, the schedule or the rules made under this Act, is undertaken in those premises; or

(b) any treatise or book dealing with any of the matters specified in Sec.3 from a *bonafide* scientific or social stand point; or

(c) any advertisement relating to any drug sent confidentially in the manner prescribed under Sec.16 only to a registered medical practitioner; or

(d) any advertisement relating to a drug printed or published by the Government; or

(e) any advertisement relating to a drug printed or published by any person with the previous sanction of the Government granted prior to the commencement of the Drugs and Magic Remedies (Objectionable Advertisements) Amendment Act,1963(42 of 1963):

Provided that the Government may, for reasons to be recorded in writing, withdraw the sanction after giving the person an opportunity of showing cause against such withdrawal.

15. *Power to exempt from application of Act.* – (1) If in the opinion of the Central Government public interest requires that the advertisement of any specified drug or class of drugs ¹[or any specified class of advertisement relating to drugs] should be permitted, it may, by notification in the Official Gazette, direct that the provisions of Sections 3,4,5 and 6 or any one of such provisions shall not apply or shall apply subject to such conditions as may be specified in the notification to or in relation to the advertisement of any such drug or classes of drugs, ¹ [or any such advertisement relating to drugs.]

16. *Power to make rules.* – (1) The Central Government may, by notification in the Official Gazette, make rules for carrying out the purposes of this Act.

1.Ins.by Act 42 of 1963

(2) In particular and without prejudice to the generality of the fore going power, such rules may, -

(a) specify any disease, disorder or condition to which the provisions of Sec.3. shall apply;

(b) prescribe the manner in which advertisements of articles or things referred to in Cl. (c) of Sec.14 may be sent confidentially.

(3) Every rule made under this Act shall be laid as soon as may be after it is made before each House of Parliament while it is in session for a total period of thirty days which may be comprised in one session or in two or more successive sessions, and before the expiry of the session in which it is so laid or the successive sessions aforesaid, both Houses agree in making any modification in the rule or both the Houses agree that the rule shall not be made, the rule shall thereafter have effect only in such modified form or be of no effect, as the case may be; so however, that any such annulment shall be without prejudice to the validity of anything previously done under that rule.

THE SCHEDULE
[See Secs.3(d) and 14]

S.No	Name of the disease, disorder or condition	S.No	Name of the disease, disorder or condition
1	Appendicitis	29	Hysteria
2	Arteriosclerosis	30	Infantile paralysis
3	Blindness	31	Insanity
4	Blood Poisoning	32	Leprosy
5	Bright's Disease	33	Leucoderma
6	Cancer	34	Lockjaw
7	Cataract	35	Locomotor atoxia
8	Deafness	36	Lupus
9	Diabetes	37	Nervous debility
10	Diseases and disorders of the brain	38	Obesity
11	Diseases and disorders of the optical system	39	Paralysis
12	Diseases and disorders of the uterus	40	Plague
13	Disorders of menstrual flow	41	Pleurisy
14	Disorders of the nervous system	42	Pneumonia
15	Disorders of the prostatic gland	43	Rheumatism
16	Dropsy	44	Ruptures
17	Epilepsy	45	Sexual impotence
18	Female diseases in general	46	Small pox
19	Fevers (in general)	47	Stature of persons
20	Fits	48	Sterility in women
21	Form and structure of the female bust	49	Trachoma
22	Gall stones, kidney stones and bladder stones	50	Tuberculosis
23	Gangrene	51	Tumors
24	Glaucoma	52	Typhoid fever
25	Goitre	53	Ulcers of the gastro-intestinal tract
26	Heart diseases	54	Venereal diseases, including syphilis, gonorrhoea, soft chancre, venereal granuloma and lympho granuloma
27	High or low blood pressure		
28	Hydrocele		

DRUGS AND MAGIC REMEDIES (OBJECTIONABLE ADVERTISEMENTS)
RULES, 1955

1. *Short title and commencement.* – (1) These rules may be called the Drugs and Magic Remedies (Objectionable Advertisements) Rules, 1955.

(2) They shall come into force on such date as the Central Government may, by notification in the Official Gazette, appoint.

2. *Definitions.* – In these rules, unless the context otherwise requires, -

(1) the “Act” means the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 (21 of 1954); and

(2) “section” means a section of the Act.

3. *Scrutiny of misleading advertisements relating to drugs.* – Any person authorized by the State Government in this behalf may, if satisfied that the advertisement relating to a drug contravenes the provisions of sec.4, by order, require the manufacturer, packer, distributor or seller of the drug to furnish, within such time as may be specified in the order of such regarding the composition of the drug or the ingredients thereof or such information in regard to that drug as he deems necessary for holding the scrutiny of the advertisement and where such order is made, it shall be the duty of the manufacturer, packer, distributor or seller of the drug to which the advertisement relates to comply with the order. Any failure to comply with such order shall, for the purposes of sec.7, be deemed to be a contravention of the provisions of Sec.4:

Provided that no publisher or advertising agency of any medium for the dissemination of any advertisement relating to a drug shall be deemed to have made any contravention merely by the reason of the dissemination by him or if any such advertisement, unless such publisher or advertising agency has failed to comply with any discretion made by the authorized person in this behalf calling upon him or it to furnish the name and address of the manufacturer, packer, distributor, or seller or advertising agency, as the case may be, who or which caused such advertisement to be disseminated.

4. *Procedure to be followed in prohibited import into, and export from India of certain advertisements.* – (1) If the Customs Collector has reasons to believe that any consignment contains documents of the nature referred to in Sec.6, he may, and if requested by an officer appointed for the purpose by the Central Government, shall detain the consignment and dispose it of in accordance with the provisions of Sea Customs Act, 1978(7 of 1878), and the rules made there under, and shall also inform the importer or the exporter, of the order so passed:

Provided that if the importer or exporter feels aggrieved by an order passed by the Customs Collector under this sub-rule and makes a representation to him within one week of the date of the order and has given an undertaking in writing not to dispose of the consignment without the consent of the Customs Collector and to return the consignment when so required by the Customs Collector, the Customs Collector shall pass an order making over the consignment to the importer or the exporter, as the case may be:

Provide further that before passing any order under this sub-rule or under the first proviso thereto; the Customs Collector shall consult the officer appointed for the purpose by the Central Government.

(2) If the importer or the exporter who has given an under taking under the first proviso to sub-rule (1) is required by the Customs Collector to return the consignment or any portion thereof within ten days of the receipt of the notice.

5. *Manner in which advertisements may be sent confidentially.* – All documents containing advertisements relating to drugs referred to in clause (c) of sub-section (1) of Section 14, shall be sent by post to a registered medical practitioner by name or to a whole sale or retail chemist, the address of such registered medical practitioner or to whole sale or retail chemist being given. Such document shall bear at the top, printed in indelible ink in a conspicuous manner the words “for the use of a registered medical practitioner or a hospital or a laboratory”.

6. *Procedure to be followed in obtaining previous sanction of the Government for publishing an advertisement.* – Any person intending to obtain the previous sanction of the Government to publish advertisements under clause (d) of sub-section (10) of Section 14 shall make an application to such officer as may be authorized by the Central Government, or the state Government, as the case may be in this behalf, and any such application shall mention the registered name and the trade mark of the drug, its detailed composition and any special reasons justifying the sanction of the Government and shall be submitted by the officer afore said to the Central Government or, as the case may be, the State Government for sanction.