

राष्ट्रीय राजधानी क्षेत्र दिल्ली सरकार  
औषधि नियंत्रण विभाग  
एफ-17, कड़कड़डूमा, दिल्ली-110032



Government of NCT of Delhi  
**Drugs Control Department**  
F-17, Karkardooma, Delhi-110032

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**F.No.** DCD-15019/12/2026-EB-DRUGS CONTROL DEPARTMENT (Comp. No. E 397122)

**Through:** Email

To,  
The President/Members,  
All Chemist Associations of Delhi

### **ADVISORY**

**Subject: Advisory against displaying or publicising unrealistic, exaggerated, false, misleading or vague claims regarding discounts or prices of medicines-reg.**

Whereas, the Hon'ble High Court of Kerala in its judgement dated 19.06.2026 in the matter of M/s. Pharmadude Pharmacy Vannappuram v. State of Kerala & connected cases, W.P.(C) Nos. 39706/2024, 41978/2024 & 1447/2025 (2026: KER:44187), has upheld regulatory action against misleading/vague discount boards while recognizing that genuine sale of medicines below MRP is not prohibited.

And whereas, it has been observed that certain retail pharmacies in NCT of Delhi are displaying promotional boards, banners and advertisements carrying claims such as "UP TO 60%/70%/80% DISCOUNT" etc.

And whereas, selling medicines below the Maximum Retail Price (MRP) is permissible as such, advertisement containing vague, exaggerated or misleading discount claims have the potential to mislead consumers. Unrealistic and exaggerated discount claims on pharmaceutical products i.e. even below the purchase price from their actual manufacturers/authorized distributors further raise concerns regarding the genuineness of source of procurement.

And whereas, medicines are not ordinary consumer goods. They are essential healthcare products directly connected with the health and well-being of patients. Therefore, their procurement, sale or distribution, require a higher degree of responsibility, transparency and ethical conduct.

Accordingly, all licensed pharmacies/medical stores in NCT of Delhi are hereby advised to:

1. Refrain from displaying or publicising unrealistic, exaggerated, false, misleading or vague claims regarding discounts or prices of medicines or otherwise used for promoting sale of prescription medicines.
2. Ensure that any discount offered is genuine, transparent and actually available to the customer and is verifiable from the sale bill and purchase records of the firm. Further such purchases shall be from genuine Drug License Distributors/Wholesalers.

In view of the above, all Chemist Associations of Delhi are requested to sensitize their members and also to bring the content of this advisory to their knowledge.

All retail pharmacies/medical stores operating in NCT of Delhi are advised to comply with the above advisory in the interest of transparency, consumer protection and prevention of misleading commercial practices in the sale of medicines.

Digitally signed by  
Rajeev Bhargava  
Date: 17-08-2026  
14:58:05  
(Rajeev Bhargava)

Deputy Drugs Controller/  
Head of Office

Copy To:

- 1) PS to Drug Controller/Spl. Secretary (Health), GNCTD, 9<sup>th</sup> Floor, Delhi Secretariat.
- 2) All Deputy Drugs Controllers/Assistant Drugs Controllers/Drugs Inspectors
- 3) Technical Officer (IT): With a request to upload this advisory on the website of the department