

No. X-11023/7/06-D
Directorate General of Health Services
(Drugs Section)

Nirman Bhawan, New Delhi

Dated:

29 AUG 2006

To

- 1) Shri. R. Hariharan,
Secretary General,
Indian Soaps & Toiletries Makers Association (ISTMA)
614, Raheja Centre,
6th Floor, Free Press Journal Marg,
Nariman Point
Mumbai -400 021
- 2) The Secretary General
Indian Drugs Manufacturers Association,
102-B, Poonam Chambers,
'A' Wing, Dr. Annie Besant Road,
Worli, Mumbai -400 018
- 3) The Secretary General
Organization of Pharmaceutical
Producers of India
Peninsula Corporate -Park
Peninsula Chambers,
Ground Floor,
Ganpatrao Kadam Marg,
Lower Parel, Mumbai -400 013



Sir,

This Directorate may like to inform you that the Govt of India has recognized the code for Self Regulation in Advertising adopted by the Advertising Standards Council of India, vide Gazette Notification No GSR 459(E) dated the 2nd of August 2006, copy enclosed.

The amendment made in cable Networks (Amendment) Rules 2006, now states "(9) No advertisement which violates the code for Self Regulation in Advertising, as adopted by the Advertising Standards Council of India (ASIC), Mumbai for public exhibition in India, from time to time, shall be carried in the cable service".

The purpose of this code is to control the content of advertisements. You are therefore requested to apprise your members of the same and instruct them strictly follow this code for Self Regulation in Advertising while advertising their products.

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Action taken by you may please be communicated to this Directorate.

Yours Faithfully


(Ashwini Kumar)
Drugs Controller General (I)