

F.No. 31026/22/2022-Policy
भारत सरकार / Government of India
रसायन और उर्वरक मंत्रालय / Ministry of Chemicals & Fertilizers
औषधि विभाग / Department of Pharmaceuticals

Kartavya Bhawan 2, New Delhi
Dated 22 October 2026

ORDER

Subject: Constitution of a Committee to examine the regulatory framework governing pharmaceutical marketing practices:— regarding.

The Uniform Code for Pharmaceutical Marketing Practices (UCPMP) was introduced by the Department of Pharmaceuticals in 2015 as a voluntary, industry-led self-regulatory mechanism to promote ethical pharmaceutical marketing practices and regulate interactions between pharmaceutical companies and healthcare professionals. Its central purpose was to ensure that promotion of pharmaceutical products is accurate, balanced and evidence-based, and that prescribing and treatment decisions are not improperly influenced by gifts, financial inducements or other benefits. Subsequently the Department introduced the UCPMP 2024 voluntary code which superseded the 2015 version and strengthened its implementation architecture and is currently operative.

2. In this context, a Committee is hereby constituted to conduct a comprehensive examination of the effectiveness of existing frameworks governing pharmaceutical marketing practices, and to formulate appropriate recommendations for strengthening the oversight mechanisms.

3. The Committee shall comprise of the following members:

S.No.	Name & Designation	Role
1.	Dr. M. Srinivas, Member (NITI Aayog)	Chairperson
2.	Smt. Preeti Sudan, Former Union Health Secretary	Member
3.	Dr. Naresh Trehan, CMD, Medanta	Member

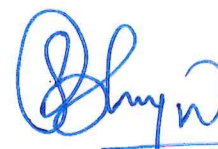
4. The Terms of Reference (ToR) of the Committee shall be as follows:

- a) To undertake a holistic and comprehensive examination of all issues relating to unethical pharmaceutical marketing practices.
- b) To examine the efficacy of the existing mechanisms for monitoring, oversight and enforcement with respect to unethical pharma marketing practices, and to identify measures required to ensure greater transparency, accountability and effective compliance.

- c) To examine the need for measures required to strengthen the existing monitoring and regulatory framework and to suggest appropriate regulatory/statutory or any other measures and legal framework for implementation of such measures as necessary.
 - d) To discuss with concerned stakeholders, technical, professional and domain experts, institutions or bodies, as considered necessary and consider their submissions objectively while submitting its recommendations on the matter after a comprehensive examination.
 - e) To deliberate and recommend on any other relevant issue in connection with curbing of unethical pharma marketing practices.
 - f) The committee shall furnish its recommendations to the Department of Pharmaceuticals within a period of **two months from the date of its first meeting**, after undertaking the requisite consultative process and duly considering the material and suggestions placed before it.
5. The Department of Pharmaceuticals will provide necessary secretarial assistance to the committee.
6. This issues with the approval of the Competent Authority.

To

All Committee members


22/10/2026
(Suhas Bhuyan)

Under Secretary to the Government of India
Email: us-pharmascheme@pharma-dept.gov.in

Copy to

- 1. O/o Secretary, Department of Pharmaceuticals(DoP)
- 2. Joint Secretary, Pharma Policy, DoP