



INDIAN DRUG MANUFACTURERS' ASSOCIATION

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PARTNERS IN GLOBAL HEALTHCARE

December 24, 2012

Shri Rajeev Kher

Addl. Secretary to the Government of India

Department of Commerce

Udyog Bhavan,

New Delhi

Dear Sir,

Sub: Request to extend implementation date of barcoding on secondary packs

We thank you for the courtesy and hospitality extended to our joint delegation from IDMA and Pharmexcil on 11th December 2012 in Delhi for the discussion the implementation of barcoding on Pharma packs.

Our Members have in good faith, implemented barcoding on tertiary packs, but had repeatedly expressed difficulties in implementing barcoding and serialization on secondary and primary packs due to the heavy financial burden and logistical pressures. Hence we had met you and the other concerned authorities in the Ministry of Commerce and represented many times to them requesting for abeyance of this requirement by the DGFT. As a last resort, we had approached the Madras High Court in December 2011 seeking their intervention for the need to implement barcoding on Pharma secondary and primary export packs.

The Hon'ble High Court has dismissed our Writ Petition on 21 December 2012. As per the Public Notice No. 10 (RE-2012/2009-2014) dated 11th July 2012 issued by DGFT on implementation of barcoding on Secondary packs is to be implemented with effect from 1st January 2013.

As there are only a few days left for the deadline on implementation of barcoding, we request you to delay the implementation date till such time as industry is geared up with the equipments and other requirements to implement

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Indian Drug Manufacturers' Association

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the same. Otherwise there is the possibility of almost the Indian Pharma industry's exports of safe, efficacious and affordable generic medicines all over the world coming to a standstill.

We have also organized an emergency meeting of our Members on 26th December 2012 to discuss and realistically assess the logistical problems involved in implementing barcoding. We will forward you their issues/concerns so that the same can be resolved mutually at the earliest.

We request your urgent indulgence once again in deferring the implementation at least by six months.

Thanking you,

Yours sincerely,



Manish U Doshi
President