Circular No. 3 of 2025

F. No. 31026/12/2024-Policy

Government of India
Ministry of Chemicals and Fertilizers
Department of Pharmaceuticals

Shastri Bhawan, New Delhi – 110 001
Dated 1.9.2025

To:

1. Secretary General
Indian Pharmaceutical Alliance
A-205, Sangam Building
14B, S. V. Road, Santacruz West
Mumbai - 400 054

2. Director General
Organisation of Pharmaceutical Producers of India
1620, C-Wing, ONE BKC
G Block, Plot No. C-66
Bandra Kurla Complex, Bandra East
Mumbai – 400 051

3. Managing Director
Indian Drug Manufacturers Association
102, Poonam Chambers, A Wing
1st floor, Dr A. B. Road, Worli
Mumbai - 400 018

4. Director General
Federation of Indian Chambers of Commerce and Industry
Tansen Marg
New Delhi – 110 001

Subject: Amendment to the Uniform Code for Pharmaceuticals Marketing Practices 2024 — regarding

Sir,

Please refer to this Department's letter F. no. 31026/23/2022-Policy, dated 12.3.2024, enclosing therewith the Uniform Code for Pharmaceutical Marketing Practices 2024 ("Code"), and Circular No. 1 of 2024, dated 28.5.2024, Circular No. 1.1 of 2024, dated 15.7.2024, Circular No. 2 of 2024, dated 30.8.2024, Circulars of even number dated 30.8.2024 and 5.10.2024, Circular No. 1 of 2025, dated 29.5.2025 and Circular No. 2 of 2025, dated 31.7.2025, issued under the Code.

2. Industry has represented that the existing form for disclosure of monthly marketing expenditure entails significant administrative burden in terms of duplication of efforts and compliance for industry and has sought, with a view to promote Ease of Doing Business, simplification of the reporting form and requirements through submission to respective industry associations and the recording of the price for free samples as the average price charged to the stockist or immediate customer or the average price paid for the purchase of medicines for the same dosage form and strength on annual basis.

3. Considering the above, in pursuance of clause 14.1 of the Code and in supersession of this Department's Circular no. 2 of 2024 of even number, dated 30.8.2024, the undersigned is directed to hereby convey the following amendments to the Code, namely:—

(a) In clause 5.1 of the Code, after the words "domestic sales of the company per year", the following shall be inserted, namely:—

"g. For the purposes of this clause and disclosure of marketing expenditure in the form set out in the Annexure to this Code, with regard to the method of arriving at the value of free samples distributed to healthcare practitioners, it is clarified that—

(i) in case the company is the manufacturer of such samples, the samples should be valued on a per unit basis, *i.e.* per tablet/capsule/vial/gram/ml etc., and its value should be the price charged to the stockist or immediate customer on per unit basis for the same dosage form and strength; and

(ii) in case the company has purchased such samples from another supplier, the purchase price should be used for determining the monetary value of free samples under this Code. The price of free samples should be recorded as the average price charged to the stockist or immediate customer, or the average price paid for the purchase of medicines for the same dosage form and strength on annual basis.";

(b) In clause 9.5 of the Code, the words "Such details should also be uploaded on the UCPMP portal of the Department of Pharmaceuticals." shall be omitted;

(c) In clause 11.10 of the Code, the words "and the Department of Pharmaceuticals" shall be omitted;

(d) For clause 14.4 of the Code, the following clauses shall be substituted, namely: —

"14.4 The Chief Executive Officer of the company shall be responsible for adherence to this Code. Disclosure of marketing expenditure in the form set out in the Annexure shall be submitted by the executive head of the company within two months of the end of every financial year or be uploaded on the website of the Association of which the company is a member. In case the company is a member of more than one Association, it shall, at its option, submit the disclosure made in the said form to any one Association of which it is a member, while informing the other Association(s) of having done so. Thereafter, the company shall continue to disclose its expenditure to the same Association to which it first made the disclosure, unless—

(i) the company ceases to be a member of that Association; and

(ii) the company decides to start disclosing to another Association of which it is a member, under due intimation of such decision to the Department of Pharmaceuticals and the first-mentioned Association.

In case the company is not a member of any such body, the disclosure shall be made on the UCPMP portal of the Department of Pharmaceuticals.

14.5 The Associations shall have a system in place to ensure that the data disclosed by its members is stored securely and is adequately protected. Such data shall be retained for a minimum period of five years, or for

such longer period as may be necessary for the purpose of facilitating inquiry into or decision on any complaint made or proceeding instituted before the Ethics Committee for Pharma Marketing Practices, the Apex Committee for Pharma Marketing Practices or any court or other authority or as such committee, court or authority may direct for such purpose. The Associations shall also have a system in place to share such data or information, without affecting the integrity of the same in any manner, on being required to do so by such committee, court or authority for the purposes of such inquiry or decision.".

(e) In the Code, for "Annexure" and "Annexure-I", the following Annexure shall be substituted, namely:—

"**Annexure**

[*See* clauses 5.1(g) and 14.4]

Form for disclosure of marketing expenditure under and compliance with declaration of the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) 2024

All fields are mandatory

Company/entity information:

1. (a) Corporate Identity Number (CIN) / Foreign Company Registration Number (FCRN):

   (b) Name of the company/entity:

   (c) Address of the registered office of the company/entity:

   (d) Email address of the company/entity:

   (e) Permanent Account Number (PAN) of the company/entity:

2. Return for the financial year:

3. Domestic sales revenues (in crore ₹):

4. Particulars to be filled by the company/entity:

Particulars	**Expenditure incurred (in crore ₹) (*See* Note below)**	**Number of recipient healthcare professionals**
Free samples distributed (monetary value of sample packs):		
Particulars	**Expenditure incurred (in crore ₹) (*See* Note below)**	**Number of events**

Education programmes* organised directly by the company/entity:		
Education programmes* organised through third parties, including associations, bodies etc.:		
Remarks/comments/notes detailing the methodology adopted for calculating the expenditure figures disclosed above:		

* Education programmes include continuous medical education / continuing professional development, conferences, workshops, training, seminars etc.

Note: Expenditure includes all expenses incurred for the event, including sponsorship, travel, lodging, hospitality, advertisements, stalls (including payment directly made to third-party vendors), souvenirs, etc. For expenditure valuation, in case of in-house production, the price to stockist to be used and in case of third-party manufacturing, the purchase price is to be used.

Declaration (to be digitally signed by affixing the digital signature certificate)**:**

1. I declare that I have read the UCPMP Code 2024 and that the information furnished in this form is in compliance with the said Code.
2. I further declare that the company/entity has complied with and shall continue to abide with the provisions of the said Code and shall extend all the required assistance to the authorities for its implementation.
3. I further declare that the information given in this form is true to the best of my knowledge and belief.

Digital signature certificate:

Designation:

Director identification number (DIN) or PAN of the executive head of the company/entity:

Mobile: **Email address:**

For office use only:

eForm Service request number (SRN):

eForm filling date (DD/MM/YYYY):

"

4. Further, in pursuance of clause 14.1 of the Code, in partial modification of this Department's Circular no. 1 of 2025, dated 29.5.2025 and Circular no. 2 of 2025, dated 31.7.2025, for the financial year 2024-25, the Department hereby extends the time limit for

submission of disclosure of the particulars of marketing expenditure and declaration of compliance with the Code in terms of paragraph 14.4 thereof, in the form set out in the Annexure thereto, by a further period of one month beyond 31.8.2025, *i.e.*, till 30.9.2025.

5. The Uniform Code for Pharmaceutical Marketing Practices 2024, as amended till date, including through this Circular, is attached.

6. Addressees are requested to appropriately notify their respective Association members in this regard.

7. This issues with the approval of competent authority.

Yours faithfully,

Encl.: as above

(Himanshu Roy)
Director
Tel.: 011 23389840
Email: DivHead-PharmaPolicy@pharma-dept.gov.in

Digitally signed by
Himanshu Roy
Date: 01-09-2025
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