



INDIAN DRUG MANUFACTURERS' ASSOCIATION

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VOICE OF THE NATIONAL SECTOR

27th March 2024

To,
Mr. Venkat Hariharan Asha
Deputy Director
Department of Pharmaceuticals
Government of India
New Delhi

Dear Mr. Venkat Hariharan Asha,

Subject: **Confirmation of IDMA Ethics Committee Formation and UCPMP Implementation**

We thank you for the DoP letter No. 31026/23/2022-Policy dated 12.03.2024, along with the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) 2024. We acknowledge the importance of this code and are committed to its strict compliance.

Indian Drug Manufacturers' Association (IDMA) has constituted an Ethics Committee for Pharmaceutical Marketing Practices (ECPMP), which comprises esteemed members dedicated to upholding ethical standards in pharmaceutical marketing.

The IDMA's Ethics Committee for Pharmaceutical Marketing Practices (ECPMP) members are as follows:

1. **Dr. Viranchi Shah**, Promoter & Director, Saga Laboratories & Saga Lifesciences Ltd – **Chairman, IDMA Ethics Committee**
2. **Mr. Deepnath Roy Chowdhury**, MD, Strassenburg Pharmaceuticals Ltd - **Vice Chairman IDMA Ethics Committee**
3. **Mr. Bharat Shah**, MD, S.Kant Healthcare Ltd - **Member**
4. **Mr. Mehul Shah**, MD, Encube Ethicals Pvt.Ltd - **Member**
5. **Mr. Nirav Mehta**, Promoter & Executive Director, Corona Remedies Pvt Ltd - **Member**

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Furthermore, IDMA has uploaded UCPMP portal on our official website to facilitate seamless adherence to the code and ensure transparency in our marketing practices. We are actively working towards the full implementation of the UCPMP 2024 and are committed to fostering ethical conduct within our industry.

We appreciate your guidance and support in this endeavour and assure you of our continued cooperation to maintain the highest standards of professionalism and integrity.

Thanks & regards,



Daara B Patel
Secretary - General



Indian Drug Manufacturers' Association

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