

**UNIFORM CODE OF PHARMACEUTICAL MARKETING PRACTICES**

**Kind Attention : Members OF BDMA ( I )**

March, 18th, 2022

Dear Members,

**SUB: UNIFORM CODE OF PHARMACEUTICAL MARKETING PRACTICES**

The Department of Pharmaceuticals has forwarded the Uniform Code of Pharmaceutical Marketing Practices (UCPMP) informing that it is being implemented to all pharmaceutical manufacturers (*Copy attached*) . *It is Understood that a case is also pending at Hon'ble Supreme Court& its implementation is under supreme court monitoring. .*

Members will be aware that DoP has published a voluntary Code of Pharmaceutical Marketing Practices ( UCPMP ) quite some time ago for Pharmaceutical companies and is committed to the code of ethical marketing practices broadly in line with the UCPMP. In a recent meeting with NPPA Chairman & JS-DOP, It is understood that most Pharma Associations have already implemented it &BDMA ~~has~~ now need to implement and submit reports to DOP/NPPA.

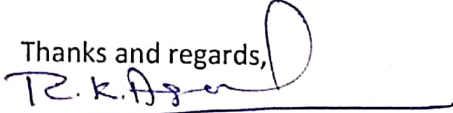
BDMA would be uploading these Guidelines on our Website and a provision would be made to Log in complaints on line as per eshtablished procedure. Complaints received will be dealt by 3 member Ethics committee to be formed by BDMA & the working of Ethics committee will be monitored by to be appointed Apex committee of 5 members.

Complaints will be received with provision for uploading on BDMA website the Nature of Complaint, Name of the Company on whom complaint is lodged and BDMA will upload the action taken. The details will be available for a minimum period of three years.

We hereby request all members to go through provisions as laid down in UCPMP GUIDENCE DOCUMENT &send declaration as per the attached Annexure for uploading on the BDMA website.

Though the Code is voluntary, Members are requested to adhere to the same to ensure ethical and transparent marketing practices.

Thanks and regards,

  
RK Agrawal

**National President**

Encl: 1. UCPMP Guidelines – Also available on BDMA website [www.bdmai.org](http://www.bdmai.org)

2. Annexure – Self declaration of Managing Director/CEO