

No. 5/3/2009-PI-I/PI-II (Vol.III)  
Government of India  
Ministry of Chemicals & Fertilizers  
Department of Pharmaceuticals  
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Shastri Bhawan, New Delhi  
Dated, the 30<sup>th</sup> August, 2016

To

IPA / OPPI / IDMA / CIPI / FOPE / SPIC / AIMED / FICCI / CII / PHD Chamber of  
Commerce / ASSOCHAM

Subject:- Uniform Code for Pharmaceutical Marketing Practices (UCPMP) – reg.

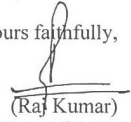
Sir,

I am directed to refer to this Department's letter of even number dated 12/12/2014, 09/03/2015, 26/06/2015, 28/09/2015, 18/12/2015 and 17/03/2016 on the above mentioned subject. It has been decided that the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) also covering the medical devices industry which was implemented w.e.f. 1<sup>st</sup> January, 2015 for a period of six months and which was last extended upto 30.06.2016 is hereby extended till further orders.

2. The Pharma/Medical Device Associations are requested to intimate the action taken by them including constitution of the "Apex Ethics Committee for Pharmaceuticals Marketing Practices (AECMPMP)" urgently.

3. The UCPMP is available on the Department's website i.e. [www.pharmaceuticals.gov.in](http://www.pharmaceuticals.gov.in).

Yours faithfully,



(Raj Kumar)

Under Secretary to Govt. of India

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Copy to:

Director (NIC) with the request to upload the same on the Department's website.