

Pharma barcode deadline extended

New Delhi, August 18

The Government has extended the deadline to affix barcodes on mono-carton (ointments, eye/ear drops) by pharmaceutical companies to April 2015. Barcode helps in tracking and tracing origin of drugs, which minimises the chances of genuine medicines being considered spurious, sub-standard or counterfeit. The Government had asked pharma firms to build track and trace capability for exports using barcode technology at three levels of packaging primary, secondary and tertiary. India exports over \$10 billion worth of drugs annually. The government wants to increase that figure manifold in the next few years. **PII**

Regulatory