

## Misleading Advertisement Reporting Form

Centre: \_\_\_\_\_

Month/Year: \_\_\_\_\_

**Attach image/photo of Misleading Advertisement with the form submission**

**Name of the Product:** \_\_\_\_\_  
*or Name of the Drug*

**Name of Advertiser:** \_\_\_\_\_  
*Please mention Advertising authority or Manufacturer or Marketing agency*

**Advertiser Contact Details:** \_\_\_\_\_

**Medium of Advertisement:** \_\_\_\_\_

*[print / electronic / internet / audio-visual) / Language]*

**Place:** \_\_\_\_\_

**Contents of the advertisement:**

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**Reference details:**

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*Source of Advt. Page number, Name of the publication, Address of Print media or Name TV Channel*

**Date of Advt. (Publication/ Telecasted on):** \_\_\_\_\_

**The advertisement violated or contravened which section of DMR Act - 1954:**

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**Date:** \_\_\_\_\_

**Place:**  
\_\_\_\_\_

**Name of the Coordinator:**  
\_\_\_\_\_

Send filled form to the below mentioned address

**Postal Address:**

The Coordinator, Intermediary Pharmacovigilance Centre for Ayurveda (IPvC)  
Institute of Teaching and Research in Ayurveda (ITRA),  
Opposite B Division Police Station, Gurudwara Road, Jamnagar, Gujarat – 361008  
**Email:** [ipvcjamnagar@gmail.com](mailto:ipvcjamnagar@gmail.com) / [Pharmacovigilance@itra.edu.in](mailto:Pharmacovigilance@itra.edu.in)

**Contact for any Suspected Adverse Reaction or report any Misleading Advertisement**

The Coordinator, Intermediary Pharmacovigilance Centre for Ayurveda (IPvC)  
Institute of Teaching and Research in Ayurveda (ITRA),  
Opposite B Division Police Station, Gurudwara Road, Jamnagar, Gujarat – 361008

- Call for assistance on Reporting  
**0288 2553936**
- Email:  
**[ipvcjamnagar@gmail.com](mailto:ipvcjamnagar@gmail.com)**  
**[Pharmacovigilance@itra.edu.in](mailto:Pharmacovigilance@itra.edu.in)**