

NPPA asks retailers to display drug prices on websites

The National Pharmaceutical Pricing Authority (NPPA) will take action if the pharmacies fail to comply with the diktat, it said in an order.



Mumbai: India's drug pricing regulator has asked all retailers and dealers including online pharmacies to display the current price list of drugs on their website, in an attempt to empower consumers and

make sure that they are not paying more for their medicines.

The National Pharmaceutical Pricing Authority (NPPA) will take action if the pharmacies fail to comply with the diktat, it said in an order.

It may be noted that the online pharmacies and other online platforms selling medicines were not displaying the prices of drugs, firmly refusing to do so citing extract from the Para 24 of the Drugs (Price Control) Order, 2013 which says that the prices should be mentioned on a "conspicuous part of the premises".

"In this regard, it is important to note that the term 'on a conspicuous part of the premises where he carries on business,' as mentioned in Para 24(4) and 25(3) of the DPCO, 2013, applies not only to the physical premises where the retailer or dealer conducts business but also extends to virtual, online, and electronic platforms where the retailer or dealer operates," the NPPA stated.

It has therefore asked all the retailers and dealers including online pharmacies carrying out the business of purchase or sale of drugs through physical mode as well as online mode through website/online portal/mobile App-commerce platforms or any other online mode to display the current price list as per the provisions of DPCO 2013.

"The move will enable a consumer to make an informed choice with regard to the medicines available," said a senior official.

"Every retailer and dealer shall display the price list and the supplementary price list, if any, as furnished by the manufacturer, on a conspicuous part of the premises where he carries on business in a manner so as to be easily accessible to any person wishing to consult the same," it further said.

The NPPA has said that action including imprisonment and fine will be taken against the defaulters.

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