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# Cheaper drugs for pneumonia, diabetes to hit mkt by Diwali

## Cap Put On Prices Of 18 New Brands

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New Delhi: Come Diwali, new medicines for diabetes, hypertension and pneumonia are set to get cheaper.

National Pharmaceutical Pricing Authority (NPPA), the drug price regulator, has capped the prices of as many as 18 new brands of essential medicines, most of which are expected to hit the market within a fortnight.

The regulator has fixed

### MEDICINES WITHIN REACH

➤ Drug price regulator NPPA has **capped prices of 18 new brands of essential medicine** including anti-diabetes, anti-hypertension, anti-bacterial, etc

➤ From 652 formulation packs initially, **now around 700 packs have come under price control**

➤ Prices of essential medicines are capped at the simple average of prices of all **medicines in a particular segment with market share of at least 1%**

➤ Currently, around 30% of the total ₹ 97,600-crore pharmaceutical market are **directly under government price control**

their maximum retail price at the average MRP of all medicines available in their segment with a market share of at least 1%. The drugs in question are from leading

pharmaceutical companies like Cipla, Merck, Franco Indian, Alembic Pharma and Unichem etc.

In case a company fails to comply with the prescribed re-

tail price, "the concerned manufacturer/marketing company shall be liable to deposit the overcharged amount along with the interest thereon under the provisions of the Drugs Price Control Order, 2013", NPPA said in a recent order.

The regulator has also told companies that if they plan to discontinue the manufacture or sale of any of these medicines, they would have to seek NPPA's permission six months in advance.

NPPA has said that if any medicine was priced lower than the ceiling fixed by the regulator, then the companies selling them should maintain it.

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