

# Ban imposed by SC on Patanjali Products for Advertisement

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## Context

Recently, the **Apex court of India** has imposed a **ban on Patanjali Products** from being advertised in the market in any form till further order. This has happened on the agenda that Patanjali Products were having **misleading advertisements** despite the assurance given by Baba Ramdev to the court in late 2023 that **“no causal statements regarding medical efficacy”** will go to the media.

## About Patanjali & its Products

- “Patanjali” is the **official brand of Baba Ramdev’s** empire of **alternative medicines**. This brand is completely owned and managed by the **founder Baba Ramdev**.
- Under the **Patanjali Brand**, they used to **produce and marketize** almost all types of products which are the **daily and important needs** of the people.
- Its official **headquarter** is in **Haridwar, Uttarakhand**, India, where the entire **research and development** of it **on alternative medicine** is being done under the supervision of Baba Ramdev and the products are being **distributed nationally and internationally** across almost all the communities.

## Details about the Ban Imposed by SC on the advertisement of Patanjali Products

- It is alleged that; **Patanjali Ayurveda of Baba Ramdev** is publishing **misleading**

**advertisements** in the market.

- It is alleged that, **Patanjali brand** directly **criticises and diminishes the allopathic medicines** on which people today almost completely rely for their medical requirement.
- The **Supreme Court banned Patanjali Products** from advertising till further orders are passed by it.

## Highlights on Allegations against Patanjali

- During August 2022, Patanjali published an advertisement whose name was **“MISCONCEPTIONS SPREAD BY ALLOPATHY: SAVE YOURSELF AND SAVE THE COUNTRY FROM THE MISCONCEPTIONS SPREAD BY PHARMA AND MEDICAL INDUSTRY.”**
- **Indian Medical Association (IMA)** states that, the above attack by Baba Ramdev is **against modern medicine** in a systematic manner.
- As per IMA, the advertisement which was done by Patanjali was an advertisement that is in direct violation of **Drugs and Other Magical Remedies Act, 1954 (DOMA)** and the **consumer protection Act, 2019 (CPA)**. And the publishing of **false and misleading advertisements** is also an offer under both the statutes.

## Supreme Court's Action on this

In this context, **the supreme court has warned Patanjali** regarding these false and misleading advertisements and finally on 27th Feb 2024, it took the final escalated step as per the court's own discipline.

## Conclusion

Given the context, it is evident that, since the **Patanjali attacked Govt. directly** and in a straightforward cum systematic way to **blame modern medicines**, the supreme court of India despite multiple warnings to Patanjali, finally issued a ban **on the advertisements** of products till further order on 19th March 2024.

**Source:** [The Indian Express](#)

### **UPSC Mains Practice Question**

**Q. Compare and contrast the economic impact of Modern medicine and Patanjali medicine for their respective value and commitment in the market.**