

**No. 31015/30/2013-PI.I**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF CHEMICALS & FERTILIZERS**  
**DEPARTMENT OF PHARMACEUTICALS**

B Wing, Janpath Bhavan, New Delhi

**ORDER**

**Subject: Review applications of M/s. Adcock Ingram Healthcare against NPPA notification S.O.1656(E) dated 14.6.2013 thereby fixing of ceiling price of Metoclopramide Syrup 5mg under Drugs (Prices) Control) Order, 2013 (DPCO, 2013).**

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Whereas Government of India, vide price fixation Order No. S.O.1656(E) dated 14<sup>th</sup> June, 2013 fixed ceiling price of Metoclopramide Syrup 5mg.

2. And whereas aggrieved by the above notification M/s. Adcock Ingram Healthcare Limited (hereinafter referred to as the Petitioners) had represented to the reviewing authority against the said price fixation orders. Personal hearing was granted to the Petitioners by the Department of Pharmaceuticals on 25.9.2013. The Petitioners were represented by Shri K.C. Kohli. On behalf of the NPPA Shri S.K. Bhatt, Deputy Director (Tech) and Ms. Manmohan Kaur, Deputy Director attended the hearing.

3. The issues involved in the review application have been examined based on the record of note of discussions of the personal hearing, other documents on record and the Government has decided as under:

There are two distinct stages in the process of calculation of ceiling prices:

- (a) to identify kitty of brands /generic versions
- (b) to average the prices of all such versions for identification of brands/generic versions, MAT percentage of "brands">{as defined in Para 2(c) of the DPCO, 2013} has been taken into consideration. Whereas for arriving at ceiling price of the medicine, simple average of all brand/generic versions has been calculated completely in sync with the formula given in Para 4 of the DPCO, 2013. Therefore, NPPA has followed the provisions of DPCO, 2013 in strict sense. Hence, the review application is treated as rejected.

Issued on this date 31<sup>st</sup> December, 2013.

( Roshan Lal )  
Under Secretary to the Govt. of India  
For and on behalf of the President of India

To

1. M/s. M/s. Adcock Ingram Healthcare Limited  
64, 3<sup>rd</sup> Cross, VR Layout, Ramamurthy Nagar,  
Main Road, Bangalore 560043
2. The Member Secretary,  
National Pharmaceutical Pricing Authority,  
YMCA Cultural Centre Building, New Delhi-110001

Copy to :

1. PS to Hon'ble Minister of State (Independent Charge) in the Ministry of Chemicals and Fertilizers, Shastri Bhawan, New Delhi for information.
2. Sr. PPS to Secretary (Pharma), Shastri Bhawan, New Delhi for information.
3. The Chairman, NPPA, YMCA Cultural Centre Building, New Delhi for information