

Complying with Uniform Code for Pharmaceutical Marketing Practices (UCPMP) 2024



The Department of Pharmaceuticals (DoP) issued the 'Uniform Code for Pharmaceutical Marketing Practices' (UCPMP 2024) on 12 March 2024, replacing the UCPMP 2015. This New Code applies to pharmaceutical and medical device companies, aiming to regulate marketing and promotional practices. UCPMP 2024 seeks to prevent unethical drug marketing and prohibit medical representatives from using inducements to access healthcare professionals.

Although the New Code remains voluntary, explicit references to its voluntary status have been removed.

Complying with UCPMP 2024 is vital for several reasons:



Patient protection: Ensures fair and ethical marketing practices



Reputation management: Builds trust and enhances company image



Operational clarity: Provides clear marketing guidelines through enhanced disclosures



Regulatory adherence: Aligns with government requirements and global standards

How Grant Thornton Bharat can help?



Review and design standard operating procedures that align with requirements set out by the Code



Evaluate audit processes to ensure regulatory compliance



Facilitate client workshops to identify gaps in existing controls and monitoring



Conduct training sessions for marketing teams to reinforce awareness of regulations

For customised solutions, connect with our leaders:



Bhanu Prakash Kalmath S J

Partner and Healthcare Services Industry Leader

E: bhanuprakash.kalmath@in.gt.com



Anup Thomas

Director, Governance, Risk and Operations

E: anup.thomas@in.gt.com



Amitava Ghosh

Associate Director, Governance, Risk and Operations

E: amitava.ghosh@in.gt.com



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Gtbharat@in.gt.com

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