

India Pharma Sector

RESEARCH BULLETIN

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Quick Take: Interpretation of MCI guidelines: Impact not serious at current stage

- **Medical Council of India (MCI) circular on back of PM comments:** MCI has reiterated its amended clause of the Indian Medical Council regulations *"Every physician should prescribe drugs with generic names legibly and preferably in capital letters and he/she shall ensure that there is a rational prescription and use of drugs"*.
- **Indian Medical Association (IMA) interpretation of MCI guidelines implies branded generic market does not shift immediately.** Our discussion with the industry suggests that IMA has interpreted that in the MCI circular, (1) "should" (*Every physician should prescribe drugs with generic names*) means discretionary and non-mandatory; (2) the amended clause does not write "prescribe only with generic names" and hence does not prohibit a doctor from writing the name of the company or the brand.
- Our discussion with industry suggests that doctors may prefer to write the generic name (name of the salt) and along with that write the name of the company also so that at least patient knows which medicine the doctor prefers. This could help in quality assurance and also leaves the ultimate decision with the patient whether he/she wants to go for a medicine different from the one recommended by the doctor.
- In our view, as long as company name is mentioned in the prescriptions, it should not impact the business model of the companies drastically as the end patient is likely to trust the doctor more than the pharmacist. If MCI amends the clause further and no brand name or company name is allowed to be written with the prescription then the current business model could be affected materially for the sector.

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