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LAWYERS' POST

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SUPREME COURT

No More Magic Pills

Supreme Court Cracks Down on Misleading Health Ads, Tells States to Get Their Act Together

Sheikh Rayees • March 26, 2025

PUBLISHED REPORT

The Supreme Court of India has had enough of snake oil salesmen in prime time. In a sweeping move, the apex court tore into the decades-long inaction surrounding the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954—a law that’s been gathering dust while miracle cures continue to flood screens, newspapers, and WhatsApp forwards. “The Act may be 70 years old, but its soul hasn’t aged,” the bench remarked, visibly unimpressed...

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