

Government of Pakistan  
Drug Regulatory Authority of Pakistan  
Ministry of National Health Services, Regulations and Coordination  
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NOTIFICATION

Islamabad, the 27<sup>th</sup> January, 2025.

**S.R.O. 68(1)/2025.** -In exercise of the powers conferred by section 23 of the Drug Regulatory Authority of Pakistan Act, 2012 (XXI of 2012), the Drug Regulatory Authority of Pakistan, with the approval of the Federal Government, is pleased to make the following rules, namely: -

**1. Short title and commencement.** - (1) These rules shall be called the Therapeutic Goods (Advertisement) Rules, 2025.

(2) These rules shall come into force at once.

**2. Definitions.** - (1) In these rules, unless there is anything repugnant in the subject or context, -

- (a) "Act" means the Drug Regulatory Authority of Pakistan Act, 2012 (XXI of 2012);
- (b) "advertisement" means anything that is aimed or designated to promote the supply, availability, sale or use of a product whether or not for financial gain and it shall also include a notice, circular, label wrapper or other document and any announcement made orally or by means of producing or transmitting light or sound; and
- (c) "Advertisement Board" means the Advertisement Board constituted under these rules.

(2) The words and expressions used but not defined in these rules shall have the same meanings as are assigned thereto in the Act.

**3. Application of advertisement.** - (1) No person shall make advertisement of therapeutic goods, except with prior written permission of the Advertisement Board for which he shall be required to make application-

- (a) on Form-I of Schedule-A to these rules, accompanying all necessary documents and addressed to the Secretary of the Advertisement Board; and
- (b) accompanied by the fee as notified by the Authority with the approval of the Policy Board under the Drug Regulatory Authority of Pakistan (Fee and Levy) Rules, 2022.