

File No. PSUR-13011(14)/3/2025-eoffice  
Government of India  
Directorate General of Health Services  
Central Drugs Standard Control Organization  
Office of Drugs Controller General (India)  
(Post Marketing Drugs Safety Monitoring Division)

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FDA Bhawan, New Delhi  
Dated:

Circular

20 NOV 2025

To,

All State/UT Licensing Authorities

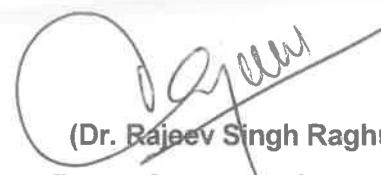
**Subject: Display of PvPI QR Code and Toll-Free Number at Retail and Wholesale Pharmacy Stores  
for Adverse Drug Reaction (ADR) Reporting—regarding**

As part of the ongoing commitment to strengthening patient safety and pharmacovigilance in the country, it has been decided during the 16<sup>th</sup> Working Group Meeting of the Pharmacovigilance Programme of India (PvPI) held on 18.06.2025, that all State Licensing Authorities and Union Territory Drug Licensing Authorities shall ensure the display of the designated **QR Code (attached herewith)** at a prominent location within every retail and wholesale pharmacy premises across the country.

Additionally, the toll-free number of PvPI—1800-180-3024—shall also be clearly displayed with the QR Code at each pharmacy outlet. This measure will facilitate seamless reporting of Adverse Events/Adverse Drug Reactions (AE/ADRs) by the public and healthcare professionals through the indigenous PvPI Adverse Drug Reaction Monitoring System (ADRMS).

It is therefore requested to initiate immediate action for implementation of the above instructions within your jurisdiction. Kindly ensure wide dissemination among all the license holders and monitor strict compliance with these directives to promote drug safety and protect public health.

Your continual support and cooperation towards strengthening pharmacovigilance practices in India are highly appreciated.



(Dr. Rajeev Singh Raghuvanshi)  
Drugs Controller General (India)

**Copy to: -**

1. All Stakeholders through the website of CDSCO
2. All Zonal, Sub-zonal Offices of CDSCO
3. Secretary cum Scientific Director, PvPI, IPC, Ghaziabad

# If you experience/suspect

*any adverse event after taking medicine,  
kindly report through the following modes:*



**PvPI Toll Free Number  
1800 180 3024**



**Scan this QR code to report suspected ADR**



*Issued in Public Interest by*

**National Coordination Centre - Pharmacovigilance Programme of India**

A WHO Collaborating Centre for Pharmacovigilance in Public Health Programmes and Regulatory Services

**Indian Pharmacopoeia Commission**

**Ministry of Health & Family Welfare, Govt. of India**

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