



Citizens for Affordable,
Safe & Effective Medicine
CASEM

To,
Shri. J. P. Nadda
Union Minister for Health,
Government of India,
348-A, Nirman Bhavan,
Maulana Azad Road,
New Delhi – 110011.
Email: hfm@gov.in

June 20, 2024

Dear Minister,

Petition regarding the confusing use of the Crocin brand-name

1. By way of introduction, I am a public health activist and the Founder of Citizens for Affordable, Safe & Effective Medicine (CASEM) which aims to be a collective of like-minded individuals working towards ensuring that the medicines supplied to India and other countries are affordable, safe and effective. I have formerly worked in the Indian pharmaceutical industry and was responsible for exposing the regulatory violations at Ranbaxy Laboratories after which the company was prosecuted and fined \$500 million dollars by the United States Food and Drug Administration (USFDA).¹ Since the end of my whistleblower lawsuit against Ranbaxy in 2013, I have been engaged in advocacy aimed at strengthening the drug regulatory framework in India. I am also the co-author of *The Truth Pill: The Myth of Drug Regulation in India* published by Simon & Schuster.
2. I am writing to you with specific regard to the recent advertisements by Haleon, which is the consumer spin-off of GlaxoSmithKline (GSK) for a new drug being marketed under the name “Crocin – Cof & Throat”. As the per advertisements that were published in the national newspapers for this drug, it is meant to provide “quick relief for sore throat”. My primary concern is with the use of the name “Crocin” and the possibility that it may cause confusion amongst consumers. As you may be aware the brand name “Crocin” was originally used by GSK to market paracetamol, which is classified as an anti-pyretic or pain killer. “Crocin” has been a popular brand in India, with most Indians using the brand name interchangeably with paracetamol.
3. The new drug for which the brand name “Crocin – Cof & Throat” is being used is however not paracetamol but apparently contains “Amylmetacresol”, an antiseptic which has anti-bacterial properties. It is astonishing, in my opinion, that the same brand name is being used to sell two different drugs containing

¹ ‘Ranbaxy pleads guilty, to pay \$500 mln in settlement’, *Reuters*, May 13, 2013.



two different active ingredients. No other country would permit this to happen because of the confusion that it is bound to create amongst patients. This is especially worrisome because the new drug – “Crocin – Cof & Throat” is being marketed as a flavoured lozenge by the company (a popular lozenge is “Vicks ki goli”), which are generally consumed in multiple quantities, often as a substitute for candy and are sold without a prescription. However, Crocin containing paracetamol is meant to be consumed under the supervision of a medical doctor in limited quantities. Excessive consumption of paracetamol is dangerous for patients, a fact that has been established with clinical research. Thus, if a patient were to get confused between these two brands and consume an excessive amount of paracetamol there would be serious consequences to their health.

4. In light of the above facts, I request you to please instruct the Secretary of Health to put in place a legal mechanism prohibiting pharmaceutical companies from using an established brand name of one drug interchangeably for another drug containing a different active ingredient. This legal mechanism must also create an obligation on the Central Drugs Standard Control Organisation (CDSCO) to specifically approve brand name of drugs before those names can be used by pharmaceutical companies for marketing purposes. In particular, the CDSCO must consider whether the drug name has the potential to cause confusion or its marketing has the potential to misrepresent its therapeutic properties to patients. As of today, the Indian market is flooded by similar or identical brand names for drugs containing different active ingredients. The dangers of confusion among brand names are serious for patients. The medical and public health community has repeatedly flagged this issue but no corrective action has been taken as of yet by the Drug Regulation Section.
5. In addition to ordering the Secretary to create the legal mechanism described above, I also request you to use your power under Section 26A of the Drugs & Cosmetics Act, 1940 to restrict the sale of “Crocin – Cof & Throat” on the grounds that patients may confuse the same with Crocin containing paracetamol and that the consequences of such confusion may harm the health of patients. It is imperative that such an order be issue post-haste.
6. If your office requires any further details, I am glad to provide the same. I can be contacted at dinesh.thakur@gmail.com

Sincerely,

Dinesh Thakur



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...continuously to seek a red
corner notice
from Interpol
against an accused in any ca-
se, Hyderabad police sources
said.

"Though the accused destroyed
evidence by damaging
storage devices at SIB office,
we discovered that over 1,200
phones were tapped by taking
the help of service providers,"
sources told TOI.

However, the investigators
have not included the names
of any political leaders from
BRS in the chargesheet.

Kannada actor, girlfriend held for abduction, murder of fan

Kannada actor Darshan,
his partner Pavithra
Gowda and 11 others were ar-
rested Tuesday
on charges related
to the murder
of a 30-year-
old fan who had
legally pos-
sessed derogatory
comments about Pavithra.



The man's body was found
early Sunday in a drain
Bengaluru, about 200km
from Chitradurga from where
he was abducted the pre-
vious day. Investigations in-
dicated that the pharmacy
employee was threatened
and tortured to death be-
fore his body was dumped.
Darshan, 47, had been ar-
rested on the charge of
attempting to murder his wife.
PTI

Amritsar youth killed on Ukraine battlefield

Amrit Singh aspired to
join either Army or po-
lice in India. Instead, the 30-
year-old from Amritsar un-
expectedly found himself
fighting in Russian
territory, ultimately losing his
life on the battlefield in Uk-

kraine's wife Parminder
said Tuesday that he
was killed in Russia on Jan 12
while on a 30-day tourist
visa. However, he had been
in Russia for several
days into his trip,
and he had intended to
join Russian forces
after undergoing both the-
oretical and practical train-
ing. He had met several peo-
ple in Amritsar, including
a woman from Punjab
who had been influenced by
Russian propaganda, he
said. **PTI**

Bandi Sanjay and other NDA
leaders.
Jana Sena chief Pawan

BJP state president D Puran-
deswari seconded it. The
MLAs of the three parties pas-

sed a unanimous resolution
electing Naidu as their leader.
The resolution was han-

ded in a ceremony which will be
held at Kesarapalli near Vijay-
awada at 11:27 am.

NEW

HALSON

Crocin Cof & Throat

For quick relief from sore throat.

Starts to work from 1st minute

*McFelly, et al (2009), Wade, et. al (2011). *Data on file - Consumer Research study 2023, Wade, et. al (2011). Creative visualization.
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India ▾ **HALEON**



Products

Symptoms

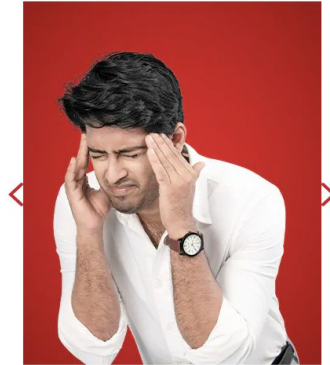
Dosage

Crocin & pain relief

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Crocin Pain Relief



650 mg Paracetamol and 50 mg Caffeine

Looking for a effective painkiller which can be taken even empty stomach ? Discover Crocin Pain Relief below.

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Crocin is also available at your nearest chemist

Dosage

Dosage for Adults and children over 12 years: 1 tablet every 4 to 6 hours.

Do not take more frequently than every 4 hours and not more than 6 tablets per 24 hours. Do not exceed the stated dose.

Always use the lowest effective dose to relieve your symptoms. Use the smallest dose that you need to treat your symptoms and use the medicine for the shortest period necessary.

Crocin Pain Relief is not recommended in children under 12 years of age. Please see your doctor if your symptoms do not improve.

Age	Dosage
12 years and older	1 tablet every 4-6 hours, as required (up to a maximum of 6 tablets in any 24-hour period)



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Limited Period Offer: Get up to 10% off + extra 15% off on medicines & more offers. [Explore](#)

[Home](#) > [Health Conditions](#) > [Crocin Cof & Throat Lozenges Orange](#)



Crocin Cof & Throat Lozenges Orange

GlaxoSmithKline Consumer Healthcare

4.1 ★ 18 Ratings & 1 Reviews

Product highlights

- Provides quick relief from sore throat
- Starts to work in 1 minute
- Kills 99.9% of bacteria and viruses in your throat
- Comes in an orange flavour

90 people bought this recently

₹32 ~~₹35~~ 9% off

₹32 + free shipping with
Care Plan

Inclusive of all taxes

1 Strip of 10 lozenges

ADD TO CART

Get it delivered by **10pm, Tomorrow**

Delivering to: **110020, New Delhi**