

Dated, the 2nd January, 2017

We have taken cognizance of an advertisement published prominently by hoardings put up in different corners of the city of Kolkata by 'Medica Superspeciality Hospital containing the following message:

"45 is no age to die ! A simple call may save a life" -

The aforesaid advertisement is, inter alia, calculated to create panic. It has been put up aiming at aggrandizement of commercial interest clearly violating the regulations framed by the Indian Medical Council in exercise of powers under Section 20A read with Section 33(m) of the Indian Medical Council Act, 1956.

The Commission therefore, prima facie is of the opinion that recommendation should be made for initiating proceedings against Medica Superspeciality Hospital under the provision of Indian Medical Council(Professional conduct, Etiquette and Ethics) Regulations, 2002 and recommendation should also be made for such further and other steps as may be considered necessary unless sufficient cause is shown by the said Medica Superspeciality Hospital, within two weeks from date which may persuade the Commission to refrain from taking any such step or steps.



(Justice Girish Chandra Gupta)
Chairperson



(Napanjit Mukherjee)
Member



(M. S. Dwivedy)
Member

