

Expression of Interest for doing Publicity of 'Pharma Sahi Daam' in Public Interest

'Pharma Sahi Daam' is a popular mobile app developed and maintained by National Pharmaceutical Pricing Authority (NPPA) which gives official and the latest MRP and ceiling prices of all the actively consumed and traded drugs in the country. There is search option by using both the generic and the brand names. Also, 'Pharma Jan Samadhan' is NPPA's gateway to get information from public on grievances related to overcharging, non-availability and other drugs related issues.

Expression of Interests are invited from interested parties, having sizable internet presence and large number of visitors to their website, for being a partner in popularising and giving access to the link of mobile app 'Pharma Sahi Daam' and 'Pharma Jan Samadhan' and price revision notifications etc. on their websites, free of cost. The partners shall be chosen by NPPA based on the potential benefits to NPPA in multiplying the usage of the mobile app. The partners can use this 'partnership' for non-commercial purpose as prescribed by NPPA.

Last date for submission for Expression of Interest is 25th December, 2016. All the proposals should be sent to email (chairman.nppa@nic.in) to NPPA with all supporting documents.