



कर्मचारी  
E.S.I.C.

कर्मचारी राज्य बीमा निगम  
(श्रम एवं रोजगार मंत्रालय, भारत सरकार)  
EMPLOYEES' STATE INSURANCE CORPORATION  
(Ministry of Labour & Employment, Govt. of India)



सत्यमेव जयते

मुख्यालय  
Headquarters  
पंचदीप भवन सी०आई०जी रोड, नई दिल्ली-110002  
PANCHDEEP BHAWAN, C I G MARG, NEW DELHI-110 002  
Phone 011-23604700 Email dir-gen@esic.nic.in  
Website : www.esic.nic.in / www.esic.in

U-25/12/Misc./2024-MedV (E-771310)/521 08-10-2025

To

Director (Medical) Delhi / Director (Medical) Noida,  
Dean, All ESIC PGIMSR's, Medical & Dental Colleges  
Medical Superintendents – All ESIC Hospitals,  
Directors, ESI Scheme, All States

**Sub: Stop Purchase/Usage/Distribution/Utilisation of Coldrif Cough Syrup-reg.**

**Ref:**

1. MoH&FW, GoI Advisory dated 03.10.2025
2. ESIC Hqrs. Web Upload dated 08.10.2025 (Console No. 23003/2025)
3. Prohibition of Coldrif Cough Syrup manufactured by M/s. Sresan Pharmaceuticals by the States of Madhya Pradesh and Rajasthan etc.

Sir/Madam,

In continuation to ESIC Headquarters Web Upload regarding Advisory on Rational use of Cough Syrups in Paediatric Population dated 08.10.2025, it is informed that incidents of child fatalities have been reported in the States of Madhya Pradesh and Rajasthan following consumption of Coldrif Cough Syrup manufactured by M/s Sresan Pharmaceuticals-Tamil Nadu.

In view of the seriousness of the matter and as a preventive measure, the following directions are hereby issued for strict compliance:

1. **Purchase, issuance, distribution and utilization** of Coldrif Cough syrup manufactured by M/s Sresan Pharmaceuticals, Bangalore Highways, Sunguvarchatram (Mathura), Kancheepuram District, Tamil Nadu – 612106 **is strictly prohibited with immediate effect.**
2. **Withdrawal/recall** of Coldrif cough syrup, if already issued or purchased, shall be ensured without delay.
3. Any available **stock of Coldrif cough syrup** of the above manufacturer shall **be returned to the original procurement entity**, under intimation to the undersigned at dmc-rc.hqrs@esic.nic.in.

It shall be the **sole responsibility of the Head of the Institution** to ensure strict adherence to the above instructions.

This is issued for your information and mandatory compliance.

This issues with the approval of the Medical Commissioner (Procurement).

Yours Sincerely

Digitally signed by

Sanjiv Kochhar

Date: 08-10-2025

17:42:44  
Deputy Medical Commissioner (RC)

Copy for information/Coordination to:

- 1.PPS to Director General/Financial Commissioner/Insurance Commissioner ESIC HQRS
- 2.PPS to MC(MA), MC (PC/RC/SST) MC(ME), MC (Ayush) ESIC HQRS
3. Medical Commissioner -North, South, East, West and North East zone
4. Website Content Manager for publication on Hqrs website.



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U-25/12/Misc./2024-MedV (E-771310)/520

07-10-2025

To,

Director (Medical) Delhi / Director (Medical) Noida,  
Dean, All ESIC PGIMSR's, Medical & Dental Colleges  
Medical Superintendents – All ESIC Hospitals,  
Directors, ESI Scheme, All States

**Sub: Advisory on Rational use of Cough Syrups in Paediatric Population-reg.**

Ref: Recent advisory dated 03.10.2025 issued from MoH&FW, Govt. of India for implementation and disseminate information across health institutions.

Sir/Madam,

Reference captioned subject, kind attention is drawn towards the recent advisory dated 03.10.2025 issued by Director General of Health Services, Ministry of Health & Family Welfare, Govt. of India. In this instruction, it has been emphasised to ensure rational drug use and patient safety in paediatric care and reiterating the judicious prescribing and dispensing of cough syrups for children (copy enclosed).

In this context, Head of the respective Institution is hereby directed to:

1. Circulate the advisory dated 03.10.2025 issued by Director General of Health Services, Ministry of Health & Family Welfare, Govt. of India.
2. Sensitise Patients regarding adherence to prescription by the Doctors & other supportive measures like adequate hydration, rest etc.
3. Educate Medical Officers/Nursing Officer/Pharmacy Officer etc. under your kind control to prescribe/dispense cough and cold medications in line with the instructions dated 03.10.2025 issued by Director General of Health Services, Ministry of Health & Family Welfare, Govt. of India.

It is the sole responsibility of the Head of the Institution to implement the above instructions & to ensure prescribing/dispensing of cough and cold medications drugs rationally by Medical Officers etc. under your kind control.

This is for your kind information and mandatory compliance at your end.

This issues with the approval of Medical Commissioner (Procurement).

Yours Sincerely

Encl: As above

Digitally signed by  
Sanjiv Kochhar  
Date: 08-10-2025  
12:13:16

Deputy Medical Commissioner (RC)

Copy for information/Coordination to:

- 1.PPS to Director General/Financial Commissioner/Insurance Commissioner HQ
- 2.PPS to MC(MA), MC (PC/RC/SST) MC(ME), MC (Ayush) ESIC HQ
3. Medical Commissioner -North, South, East, West and North East zone
4. Website Content Manager for publication on Hqrs website.

F.No.28025/52/2025-SAS.II/EMR  
Government of India  
Ministry of Health & Family Welfare  
Directorate General of Health Services  
Nirman Bhawan, New Delhi-110011  
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Dated 3<sup>rd</sup> October, 2025

To,  
The Director Health Services,  
All States/Union Territories.

Sub: **Advisory on Rational Use of Cough Syrups in Paediatric Population - reg.**

Sir/Madam,

In our continuous efforts to ensure rational drug use and patient safety in paediatric care, this advisory reiterates the judicious prescribing and dispensing of cough syrups for children. Most acute cough illnesses in children are self-limiting and often resolve without pharmacological intervention.

2. Cough and cold medications should not be prescribed or dispensed to children under 2 years. These are generally not recommended for ages below 5 years and above that, any use should follow careful clinical evaluation with close supervision and strict adherence to appropriate dosing, the shortest effective duration and avoiding multiple drugs combinations. Further, the public may also be sensitized regarding adherence to prescription by the Doctors

3. Non-pharmacological measures, including adequate hydration, rest, supportive measures should be the first-line approach.

4. All healthcare facilities and clinical establishments must ensure procurement and dispensing of products manufactured under Good Manufacturing Practices and formulated with pharmaceutical-grade excipients. Sensitization of prescribers and dispensers across public and private sectors is essential to uphold these standards of care.

5. It is requested that the all State/UT Health Departments, District Health Authorities, and all Clinical Establishments/healthcare facilities under your jurisdiction should implement and disseminate this advisory across government dispensaries, PHCs, CHCs, district hospitals, and medical institutions.

Yours faithfully,



(Dr. Sunita Sharma)  
DGHS

Copy to

1. Drug Controller General of India, CDSCO
2. All State Drug Controllers
3. PSO to Secretary (Health & Family Welfare), MoHFW, Nirman Bhawan, New Delhi.
4. AS & MD, MoHFW, Nirman Bhawan, New Delhi.
5. All Institution Heads of Central Government Hospitals
6. Directors of all AIIMS
7. Directors of PGI Chandigarh, JIPMER Puducherry
8. All Regional Directors, RoHFW.

Sh. Savit  
22/10/25  
6/10/25