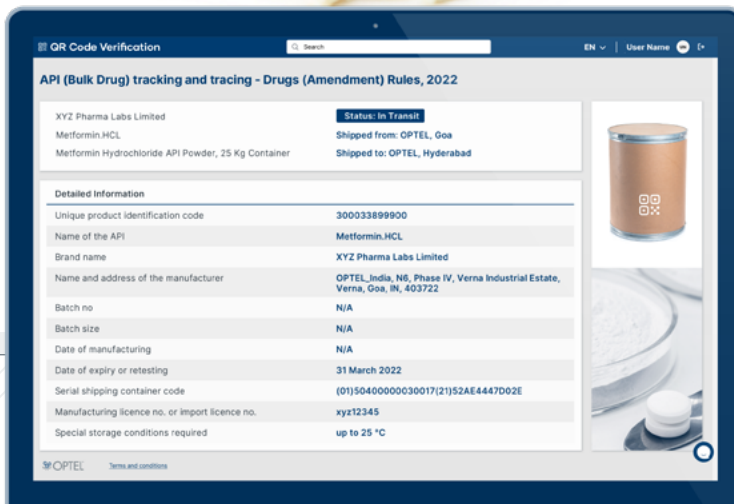


# QR Code Verification

## TRACEABILITY SOLUTION IN EVERY API



### KEY BENEFITS

- ✓ Cloud platform that offers exceptional flexibility to meet high demand for QR code scans
- ✓ User-friendly and readable interface
- ✓ 100% accurate authentication
- ✓ Effortless and exact verification and authentication of any product
- ✓ Can be easily integrated with other OPTEL's solutions

## QR CODE VERIFICATION

The Ministry of Health and Family Welfare (Govt. of India) on January 18, 2022, has issued the Drugs (Amendment) Rules, 2022 to further amend the Drugs Rules, 1945.

The amendment makes QR codes mandatory on every active pharmaceutical ingredient (API). It states that every API imported or manufactured in India shall bear a QR (Quick Response) code on the label and at every packaging level. The QR code must encase essential data that can be read through computer software for efficient tracking and tracing.

It must contain these 11 data points:

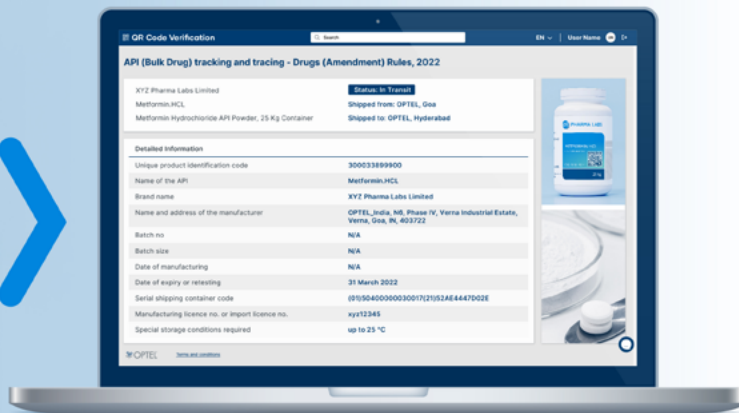
- Unique product identification code;
- Name of the API;
- Brand name (if any);
- Name and address of the manufacturer;
- Batch no.;
- Batch size;
- Date of manufacturing;
- Date of expiry or retesting;
- Serial shipping container code (SSCC);
- Manufacturing license no. or import license no.;
- Special storage conditions required (if any).

## TOP 300 DRUGS TO HAVE QR CODES FROM AUGUST 1<sup>ST</sup>, 2023

Also, in June 2022, the Department of Health and Family Welfare has issued a notification that, from August 1<sup>st</sup>, 2023, the top 300 widely used drug brands must have QR codes printed on their primary packaging or in their secondary packaging if not enough space in the primary package label.

- They need to store the following data or information:
  - Unique Product Identification Code
  - Proper and Generic Name of the drug
  - Brand Name
  - Name and address of the manufacturer
  - Batch number
  - Date of Manufacturing
  - Date of Expiry
  - Manufacturing Licence Number

The QR code has been made mandatory for the top 300 widely used drug brands produced from August 1<sup>st</sup> 2023 — as part of the Centre's 'track and trace' mechanism to check the sale of counterfeit and spurious medicines.



## OUR SOLUTION TO MEET BOTH REGULATIONS

Powered by Verify Brand™, our downstream serialization traceability software, OPTEL's QR Code Verification solution enables customers to meet the regulation requirements.

The Ministry of Health and Family Welfare published guidelines for barcoding the Top 300 drug brands in order to combat counterfeiting, diversion, and unauthorized sales.

QR codes need to be printed on or affixed to the primary packaging (if there is no space on the primary package the codes could be placed on the secondary packaging).

OPTEL's QR Code Verification solution enables accurate authentication of any product through a cloud platform. It allows customers to verify the authenticity of the scanned product.



## ABOUT OPTEL

For 35 years, **OPTEL Group** has developed traceability technologies for various industries. **Optchain**, our supply chain visibility platform, supports ESG compliance and transparent product life cycles. **TrackSafe** provides manufacturing solutions with serialization, aggregation, and AI vision systems, while **Verify Brand** focuses on downstream traceability, government compliances and counterfeiting prevention.

## CONTACT US

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