

AYUSH CLINICS · RULES

Ayurveda and homeopathy clinic marketing

What the rules allow, and the claims that cause trouble.

Promote the practitioner

Swipe →

Layers that apply

DMR ACT

No remedy ads for Schedule diseases

CCPA

No misleading claims

NCISM

Ayurveda, Siddha, Unani ethics

NCH

Homoeopathy conduct rules

ASCI

Claims must be substantiated

Claims that cause trouble

- × "Permanent cure for diabetes"
- × "Guaranteed weight loss in 30 days"
- × "No side effects, 100% natural"
- × Cure testimonials and before-and-afters
- × "Stop your allopathic medicines"

Market the practice

- ✓ Practitioner degree, registration and years
- ✓ Therapy explainers: what Panchakarma involves
- ✓ Seasonal wellness and diet guides
- ✓ An accurate Google profile and timings
- ✓ "What happens in your first consultation"

Practitioner, not disease

× BEFORE

"Ayurvedic cure for joint pain"

✓ AFTER

"Consult a registered Ayurveda physician (BAMS) in your area"

× BEFORE

"Kidney stones dissolved without surgery"

✓ AFTER

Don't advertise it. Educate on general kidney health.

Search ads checklist

- 1 Advertise the consultation, not the disease
- 2 Name therapies with plain descriptions
- 3 Negative keywords: "cure", "permanent"
- 4 No Schedule disease named anywhere
- 5 Credentials visible on the landing page

Full guide and sources:

gauravphogat.com/ayurveda-homeopathy-clinic-marketing-rules

A marketer's summary, not legal advice. Check the official rules for exact wording.