

INFLUENCERS · 2026 RULES

Healthcare influencer marketing in India

Disclosure, qualifications, and what the NMC now bars.

**Disclose.
Qualify.**

Swipe →

The label rules

- 1 "Ad" or "Paid partnership" at the start
- 2 Platform tag plus an on-screen label
- 3 Qualifications stated upfront
- 4 "Not a substitute for medical advice"

Hard lines

- × Cure or guarantee claims
- × Before-and-after imagery
- × Undisclosed or paid testimonials
- × "Best hospital" or "top surgeon"
- × Health advice from unqualified creators
- × Fees per patient or lead

What the NMC added

- × Doctors can't endorse drugs, devices or products, paid or unpaid
- × No AI-generated promotional campaigns
- × No synthetic patients or AI testimonials

AI-assisted promotional content must be labelled.

Match creator to job

DOCTOR

Education and myth-busting only

ALLIED

Nutrition, rehab, within scope

FITNESS

Non-clinical awareness

LOCAL

Unit launches and events

Put it in writing

- 1 Exact disclosure labels and placement
- 2 Written pre-approval with clinical sign-off
- 3 Prohibited content and takedown rights
- 4 A fixed fee, never per patient
- 5 Data ownership under DPDP

Count honoured appointments

- 1 Tracked link or WhatsApp message per creator
- 2 Enquiries into the CRM with source
- 3 Appointments booked, then honoured
- 4 Cost per honoured appointment
- 5 Disclosure checked on every post

Full guide and sources:

gauravphogat.com/healthcare-influencer-marketing-india

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