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Pharmaceuticals & Medical Devices Bureau of India launches Special Chyawanprash

Made with 50 herbs and spices

By **Manbeena Chawla** | January 5, 2023



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A new product Jan Aushadhi Special Chyawanprash under Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) has been launched by the Chief Executive Officer of Pharmaceuticals & Medical Devices Bureau of India (PMBI) Ravi Dadhich. This Chwanprash Special will now be available at all Jan Aushadhi Kendras across the country at reasonable price. Chyawanprash

Special is a potent antioxidant paste, prepared through the synergistic blending of around 50 herbs and spices.

With an objective of making quality generic medicines available at affordable prices to all, PMBJP was launched in 2008 by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilisers, Government of India, by the implementing agency PMBI. Currently, there are more than 9000 Janaushadhi Kendras that have been opened in the country. The successful implementation of the scheme has already achieved Rs 869.12 crore sales in the current financial year, and it is aiming to reach the target of Rs 1200 crore in this financial year.

Image credit- PIB

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