

## **CONCLUSION:**

In conclusion, in case of misbranded drugs, cognizance must be taken by the regulatory authorities, while granting the manufacturing license number for a particular brand. Otherwise, brand identity will be lost.

Also, in case if sound-alike and look- alike (SALA) brand names of various drugs are here to stay. As new products are made available, additional confusion is bound to occur. Numerous errors have occurred in the past due to misinterpretation of written or spoken names. Thus, it is the need of the hour to give a wake-up call and all those concerned should get themselves together to solve this gigantic problem. We should not forget that the unfortunate patient, for whom all the brand names are made, is ultimately at the receiving end of this confusion. We hope that this study serves as a base to have a cautionary approach and to make practitioners aware of these potential hazards.