



F. No.1-2/2026- CEO(DRAP)
Government of Pakistan
Drug Regulatory Authority of Pakistan (DRAP)
Prime Minister's National Health Complex, Park Road, Islamabad

Islamabad, the 8th October, 2026

CIRCULAR

SUBJECT: COMPLIANCE OF 2D BARCODING AND SERIALIZATION (TRACK & TRACE SYSTEM) FOR ALL MANUFACTURED AND IMPORTED PHARMACEUTICAL PRODUCTS W.E.F. 9TH OCTOBER, 2026

Reference to previous notifications and directives issued on the subject cited above, Drug Regulatory Authority of Pakistan (DRAP) is digitizing the national pharmaceutical landscape as part of its overarching regulatory reforms and as part of its Strategic Plan of National Regulatory System 2026-30, to modernize the regulatory ecosystem, DRAP has developed and launched Pharmaceutical Track & Trace System.

2. In alignment with its statutory mandate under the DRAP Act, 2012, and the amended Drugs (Labelling & Packaging) Rules, 1978 (S.R.O.963(I)/2026 dated 9th June, 2026), this system is being rolled out in a phased manner. Phase 1 covers all locally manufactured and imported pharmaceutical products and its scope requires a unique 2D Data Matrix barcode and serialization with effect from 9th October, 2026. This intervention will help to curb spurious, falsified, counterfeit and unregistered medicines, integrated product recalls, and ensures real-time supply chain transparency/ integrity across Pakistan.

3. In order to materialize this regulatory initiative through an inclusive and enabling approach, DRAP conducted extensive policy dialogues with key industry bodies, including the Pakistan Pharmaceutical Manufacturers' Association (PPMA), the Pharma Bureau, importers, etc. Moreover, to support seamless industry onboarding and capacity building, DRAP executed nationwide technical sessions, workshops, and nationwide hands-on training roadshows providing guidance on 2D Data Matrix standards, serial generation logic, vendor readiness, and e-Services portal integration. Furthermore, DRAP published the comprehensive Guidelines on GS1 Data Matrix Barcode and Serialization of Pharmaceutical Products, supplemented by step-by-step video tutorials and user assistance modules, to ensure regulatory clarity, optimize portal navigation, and accelerate system adaptability across the pharmaceutical sector (https://www.dra.gov.pk/news_updates/regulatory_updates/general/guidelines-on-gs1-datamatrix-barcode-and-serialization-of-pharmaceutical-products/).

4. Subsequent to previous notifications and correspondence on the subject matter, and following the completion of foundational regulatory measures, portal deployment, and nationwide capacity building, DRAP hereby reiterates that all registered drug products manufactured locally or imported into Pakistan on or after 9th October 2026, implement 2-D barcode and serial numbers as per S.R.O.963(I)/2026 dated 9th July, 2026. Further it is clarified that batches manufactured locally or imported with manufacturing date prior to 9th October, 2026 are exempted from this requirement and shall remain permitted for import, distribution, and sale. All manufacturers and importers shall adhere strictly to the technical parameters defined in above mentioned rules. In case of non-compliance, legal action under relevant legislation will be initiated.

5. This issues with the approval of Chief Executive Officer , DRAP.

Atta-ur-Rehman
Director MIS

Distribution:

1. All Manufacturers and Importers of Pharmaceutical, biological drugs and veterinary products.
2. Chairman, Pakistan Pharmaceutical Manufacturers' Association (PPMA) with the direction to distribute to their member.
3. Executive Director, Pharma Bureau, Pakistan with the direction to distribute to their member.

Copy to:

1. PS to the Secretary, Ministry of National Health Services, Regulations & Coordination, Islamabad.
2. Secretary, Health and Population Department, Government of the Punjab, Lahore.
3. Secretary, Specialized Healthcare & Medical Education Department, Government of the Punjab, Lahore.
4. All Provincial Health Secretaries (Sindh, KPK, Balochistan, Gilgit-Baltistan, AJK).
5. All Directors / Heads of Divisions, DRAP Headquarters, Islamabad.
6. All Field Offices / Regional Directors, DRAP (Islamabad, Lahore, Karachi, Peshawar, Quetta).