Dear Editor, This is to confirm that the article entitled "Healthcare Ethics and Promotional Advertising: A Difficult Relationship" submitted to the Indian Journal of Medical Ethics is original and has been co-authored by the undersigned. All authors have participated in the work sufficiently to meet the ICMJE guidelines for authorship. All have read and approved the manuscript. The submission is not under consideration for publication in any other journal. We give consent to Ms. Anvita Ahuja to act as the author for correspondence. Details of sponsorship or relevant competing interests, financial or otherwise: No sponsorship or relevant competing interests. We have read the terms and conditions of authorship of IJME and accept them. Contact details (mailing address, email id) and affiliation of all authors:

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