

Section 7 of the Tobacco Control provides display of Specified health warnings on all tobacco products

As per the notification S.O. 2815(E) Dated 28th November, 2008 the Central Government has appointed **31st May, 2009** as the date on which Cigarettes and Other Tobacco products 'Packaging and Labelling' Rules, 2008, shall come into force.

Every person engaged directly or indirectly in the production, supply, import or distribution of cigarette or any other tobacco products shall ensure that every package** of cigarette or any other tobacco product shall have specified health warnings as prescribed:

- It shall occupy at least **forty percent (40%)** of the principal display area of the front panel of the pack and;
 - shall be positioned parallel to the top edge of the package
 - in the same direction as the information on the principal display area.
- No messages that directly or indirectly promote a specific tobacco brand or tobacco usage in general can be inscribed on the tobacco product package
- No product shall be sold unless the package contains the specified health warning. The specified Health Warning shall be printed, pasted or affixed on every retail package.
- The specified warnings shall be inscribed in the language used on the pack. If more than one language is used on the pack then the specified health warning shall appear in two languages one in which the brand name appears and the other in any other language used on the pack.
- No tobacco product package or label shall contain any information that is false, misleading, or deceptive, or that is likely or intended to create an erroneous impression about the characteristics, health effects, or health or other hazards of the tobacco product or its emissions.

The specified health warnings are:



For smoking forms of tobacco packages



For chewing/smokeless forms of tobacco packages

Violation of this provision by producer or manufacturer is a punishable offence with imprisonment which may extend to two years or with fine which may extend to Rs. 5000, or with both, and for second or subsequent conviction, with imprisonment for a term which may extend to five years and with fine which may extend to Rs. 10,000.

Violation of this provision by seller or distributor is a punishable offence with imprisonment which may extend to one year, or with fine which may extend to Rs. 1000, or with both, and, for second or subsequent conviction, with imprisonment for a term which may extend to two years and with fine which may extend to Rs. 3,000.

**Tobacco products under the Act include cigarettes; cigars; cheroots; bidis; cigarette tobacco; pipe tobacco; and hookah tobacco; chewing tobacco; snuff; paan masala or any chewing material having tobacco as one of its ingredients (by whatever name called); Gutka; and tooth powder containing tobacco.*

*** ‘ ‘ Package’ means any type of pack in which cigarette and other tobacco product is packaged for consumer sale but shall not include wholesale, semi wholesale or poora packages if such packages are not intended for consumer use’*