

ATTENTION!

Tobacco Product Manufacturers, Distributors and Retailers!

The Central Government has notified the new specified health warnings vide GSR 727 (E) of Gazette Notification dated 15th October, 2014 and issued notification G.S.R. No. 739 (E) dated 24th September, 2015 for mandatory display of new specified health warnings covering 85% of the principal display area on all tobacco product packages, from 1st April, 2016.

As per the Rules, during the rotation period of twenty four months, two images of specified health warning as notified in the Schedule, shall be displayed on all tobacco product packages and each of the image shall appear consecutively on the package with an interregnum period of 12 months.

Further as per notification GSR No. 292 (E) dated 24th March, 2017 read with the aforementioned notifications, all tobacco products manufactured on or after 1st April 2017 shall display the second image of specified health warning, in the following manner:



Cigarette Pack



Bidi Pack



Smokeless Tobacco Pack

Any person engaged directly or indirectly in the production, supply, import or distribution of cigarettes or any other tobacco products shall ensure that all tobacco product packages shall have specified health warnings as prescribed.

Violation of the above mentioned provision is a punishable offence with imprisonment or fine as prescribed in Section 20 of the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

The images and details of the specified health warnings and the Rules are available at www.mohfw.nic.in



Ministry of Health
& Family Welfare
Government of India



The tobacco-attributable deaths range between 8 lakhs to 9 lakhs per year in India – **QUIT TOBACCO USE TODAY**

To quit tobacco call 1800 11 2356 or give a missed call on 011-22901701 or register at www.nhp.gov.in/quit-tobacco