

India

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: India has a national ban on smoking in indoor workplaces and public places. Hotels with more than 30 rooms, and restaurants and bars with a seating capacity of over 30 people are allowed to have designated smoking rooms. Enforcement and compliance levels vary by state and city. Enforcement and compliance levels vary by state and city.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: Tobacco advertising is banned in major media formats, and there are some restrictions on advertising at point of sale. However, size and advertising content restrictions at the point-of-sale are not enforced. Bans on indirect forms of tobacco marketing are also evaded.

HEALTH WARNINGS ON TOBACCO PACKAGES: Current graphic images are weak and do not convey the harms of tobacco use. Health warnings have been found printed on the back of the pack instead of the front as required and have been a smaller size than the required 40% of the front principal display area. In March 2010, the government approved a new pictorial warning label but implementation has been delayed.

TOBACCO TAXATION AND PRICE: Tobacco taxes on cigarettes are low. The majority of tobacco products consumed in India are non-cigarette varieties, such as bidis and smokeless products. These products are priced low. Bidis are taxed at lower rates than cigarettes and in some cases escape taxes altogether.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS				
Health-care facilities	Yes	Indoor offices	Yes	
Educational facilities, except universities	Yes	Public transport	Yes	
Universities	Yes	Restaurants	No	
Governmental facilities	Yes	Pubs and bars	No	
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			Yes	
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP				
National TV and radio	Yes	Free distribution	Yes	
International TV and radio	Yes	Promotional discounts	Yes	
Local magazines/newspapers	Yes	Non-tobacco products with tobacco names	Yes	
International magazines/newspapers	Yes	Non-tobacco brand used for tobacco product	Yes	
Billboards and outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	No	
Point-of-sale	No	Sponsored events	Yes	
Internet	Yes			
HEALTH WARNINGS ON TOBACCO PACKAGES				
Law mandates specific warnings	Yes	Number of approved warnings	2	
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes	
Warnings include a picture or graphic	Yes	Warnings are written in the principal language(s)	Yes	
% of principal display areas covered (front and back)	20%	Warnings have mandated font style, font size and color	Yes	
Front	40%	Ban on misleading descriptors	Yes	
Back	0%			
TOBACCO TAXATION AND PRICE				
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*	
In currency reported by country	INR	70.00	Total taxes	46%
In US\$ at official exchange rate	USD	1.51	Total excise (specific and ad valorem)	28%
			Value added tax (VAT)	19%

*Individual categories of tax may not add to total due to rounding

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>