ATTENTION!

Tobacco product Manufacturers, Distributors, Retailers and Importers!

The Central Government has notified the new specific warnings vide G.S.R. 592(E) of Gazette Notification dated 21st July 2022 for mandatory display on all tobacco product packages covering at least 85% of the principal display area. These Rules shall come into force on 1st December 2022. There shall be one common specified health warning for both smoking and smokeless forms of tobacco products.

Image - 1: This shall be valid for a period of twelve months from 1st December 2022. The words 'TOBACCO CAUSES PAINFUL DEATH' shall appear in white font colour on a red background and the words 'QUIT TODAY CALL 1800-11-2356' shall appear in white font colour on a black background.

Image - 2: This shall be valid for a period of twelve months from 1st December 2023. The words 'TOBACCO USERS DIE YOUNGER' shall appear in white font colour on a red background and the words 'QUIT TODAY CALL 1800-11-2356' shall appear in white font colour on a black background.

Image - 1

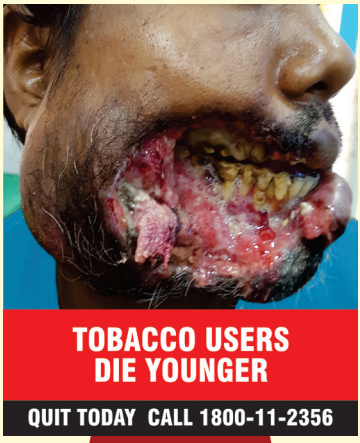

Image - 2

The pictorial health warning and textual health warnings shall be printed with four colors with printing resolution of minimum 300 DPI (Dots per inch). Their font type and color shall be exactly as prescribed.

All tobacco products manufactured or packaged or imported on or after 1st December 2022 shall display Image -1 and those manufactured or packaged or imported after 1st December 2023 shall display Image -2.

Any person engaged directly or indirectly in the production, supply, import or distribution of cigarettes or any tobacco products shall ensure that all tobacco product packages shall have the specified health warnings exactly 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, details of the specifies health warnings and the Rules are available at mohfw.gov.in and ntcp.nhp.gov.in. The open files of the images may also be obtained from the Ministry by making a request at **ntcp.mohfw@gmail.com** and/or **011-23062868**

Ministry of Health
& Family Welfare
Government of India

Choose LIFE Not Tobacco.

NATIONAL HEALTH MISSION

All forms of tobacco are addictive and deadly – QUIT TOBACCO USE TODAY

To quit tobacco call 1800 11 2356 or give a missed call on 011-22901701