

**PRESS RELEASE****ATTENTION TO TOBACCO MANUFACTURERS, DISTRIBUTORS & SELLERS**

The Ministry of Health and Family Welfare notified the Cigarettes and Other Tobacco Products "Packaging and Labelling" Rules, 2008 vide Gazette notification G.S.R.182 (E) dated 15<sup>th</sup> March, 2008 bringing the rules relating to mandatory depiction of specified health Warnings on tobacco product packages into force from 31<sup>st</sup> May, 2009 (vide notification S.O.2815 (E) dated 28<sup>th</sup> November, 2008 and G.S.R.305 (E) dt.03.05.2009). Then as per the Gazette notification G.S.R.176(E) dated 05.03.2010 mandatory display of new specified health Warnings on all tobacco product packages were specified.

In G.S.R.411(E) dt.17.05.2010 and G.S.R.417(E) dt.27.05.11 the Central Government has now appointed 1<sup>st</sup> December, 2011 to implement the Cigarettes and Other Tobacco Products (Packaging and Labelling) (Amendment) Rules, 2011 for mandatory display of new specified health warnings on all tobacco product \*packages\*.

Every Person engaged directly or indirectly in the production, supply, import or distribution of cigarettes or any other tobacco products shall ensure that every package of cigarette or any other tobacco product shall have specified health warning as prescribed in the aforesaid notification.

**SPECIFIED HEALTH WARNING****FOR SMOKING FORMS OF TOBACCO PRODUCT PACKS****FOR CHEWING/ SMOKELESS FORMS OF TOBACCO PRODUCT PACK**

Manner in which the specified health warnings to be displayed on tobacco product packages:

- It shall occupy at least forty per cent (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.

In order to ensure effective enforcement of this law, Ministry of Health & Family Welfare has notified a set of authorized officers (vide S.O.1866 (E) dated 30<sup>th</sup> July, 2009).

Henceforth all the violations occurring at the manufacturing premises may be reported to the jurisdictional central excise commissioners where the unit falls. The violations at the seller/

distributor level, etc. may be reported to the official(s) of the rank of sub-inspector and above of police/Food & drug Administration or other authorized officials Viz. Dept. of Labour, Dept. of Industries / Small Scale Industries (or) Sales Tax / Health / Transport Department.

It may also be brought to notice of public that violations of the law by the tobacco producer(s)/manufacture(s) is a punishable offence. In case of **first conviction**, with imprisonment for a term which may extend to **2 years** or with fine which may extend to **Rs.5000** or with both. For **second or subsequent conviction**, with imprisonment for a term which may extend to **5 years** and with fine which may extend to **Rs.10, 000**.

Likewise, the sellers/distributors(s) are liable to be punished. In case of 1<sup>st</sup> conviction, with imprisonment for a term which may extend to **1 year** or with fine which may extend to **Rs.1000** or with both. For **second or subsequent conviction**, with imprisonment for a term which may extend to **2 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; pan 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 wholesome, semi wholesale or poorra packages if such packages are not intended for consumer use’

**PRINCIPAL SECRETARY TO GOVERNMENT,  
HEALTH AND FAMILY WELFARE DEPARTMENT**

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**Issued By:-**

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