

INDIA

Timeline of Tobacco Control Policies and TCP Surveys (IN)

Feb 2004

- FCTC ratification

May 2004

- Ban of sale of tob products to minors
- Ban on advertising tob products, except on the pack and inside stores

Aug 2005

- Ban on display of tob products.
- Restrictions on point-of-sale advertising.
- Ban on vending machines

Oct 2005

- Goa becomes the first state to ban the sale, consumption, and storage of gutka

May 2009

- PHWs on all tob products on 40% of the front of the pack.
- All tob products carry the warning “tobacco causes cancer”
- Ban on misleading descriptors

Sep 2009

- Ban on sale of tob products near educational institutions

2008

- Bidis taxed at 9% of price
- Cigarettes taxed at 38% of price

Oct 2008

- Ban on smoking in public places. Hotels, restaurants, and airports can have designated smoking areas. Ban not enforced

May 2010

- Ban on foreign direct investment for manufacturing tobacco products

Dec 2010

- Health warnings must be rotated every two years

Mar 2011

- Ban on sale of tobacco products in plastic pouches

Dec 2011

- Second set of pictorial warnings implemented

Apr 2013

- Stronger pictorial warnings implemented

Jun 2013

- Ban on sale, manufacture, and storage of gutka and paan masala in 26 states and 5 union territories

Sep 2013

- State of Punjab bans sale of e-cigarettes

Oct 2012

- All films and TV programs that depict tobacco must contain anti-tobacco messages

2014

- Specific rates of excise duty increases on cigarettes in the range of 13% to 94%, excluding ‘other’ types of cigarettes, which did not change between 2013 and 2014
- Two cigarette price tiers ‘filter exceeding 75 but not exceeding 85’ and ‘other’ were merged into one tier ‘other’

Sep 2018

- The words “QUIT TODAY CALL 1800-11-2356” shall be displayed on all tobacco product packaging

Apr 2018

- New graphic and text health warnings introduced for tobacco products

Apr 2017

- New wave of health warnings covering 85% of tobacco packages are introduced

2015

- Specific rates of excise duty increases on cigs in the range of 17% to 29%
- Similar increases for cigars, cheroots, & cigarillos

Jul 2020

- New PHWs released to be placed on tobacco product packaging starting December 2020 with a 12 month rotation

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Pilot

Jan–Mar 2007
N=764

Wave 1

Aug 2010–Oct 2011
Tobacco User N=8,051
Non-User N=2,534

Wave 2

Oct 2012–Sep 2013
Tobacco User N=7,401
Non-User N=3,100

Wave 3

Jul 2018–Jul 2019
Tobacco User=6,859
Non-User=3,339



Survey Mode: Face-to-Face (F2F)

Respondent Types: Smoked Tobacco Users, Smokeless Tobacco Users, Mixed (Smoke+Smokeless) Tobacco Users, and Non-Users

* Target sample size

Updated Jan 2021