Timeline of Tobacco Control Policies and TCP Surveys (IN)

**2004**
- FCTC ratification

**May 2004**
- Ban of sale of tobacco products to minors
- Ban on advertising tobacco products, except on the pack and inside stores

**Aug 2005**
- Ban on display of tobacco 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

**2006**
- PHWs on all tobacco products on 40% of the front of the pack
- All tobacco products carry the warning “tobacco causes cancer”
- Ban on misleading descriptors

**Sep 2009**
- Ban on sale of tobacco 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 2009**
- Ban on foreign direct investment for manufacturing tobacco products

**Dec 2009**
- Health warnings must be rotated every two years

**May 2010**
- Ban on misleading descriptors

**Sep 2011**
- Second set of pictorial warnings implemented

**Oct 2012**
- All films and TV programs that depict tobacco must contain anti-tobacco messages

**Mar 2011**
- Ban on sale of tobacco products in plastic pouches

**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

**Apr 2013**
- State of Punjab bans sale of e-cigarettes

**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’

**2015**
- Specific rates of excise duty increases on cigs in the range of 17% to 29%
- Similar increases for cigars, cheroots, & cigarillos

**2016**
- Specific rates of excise duty increases on cigs in the range of 17% to 29%

**2017**
- Similar increases for cigars, cheroots, & cigarillos

**2018**
- New graphic and text health warnings introduced for tobacco products

**Sep 2018**
- The words “QUIT TODAY CALL 1800-11-2356” shall be displayed on all tobacco product packaging

**Apr 2018**
- New wave of health warnings covering 85% of tobacco packages are introduced

**2019**
- Specific rates of excise duty increases on cigs in the range of 17% to 29%

Survey Mode: Face-to-Face (F2F) Interview
Respondent Types: Smoked Tobacco Users, Smokeless Tobacco Users, Mixed (Smoked + Smokeless) Tobacco Users, and Non-Users

* Target sample size

Updated Jul 2020