

Country profile
India

WHO Framework Convention on Tobacco Control (WHO FCTC) status

| | |
|--|-------------------|
| Date of signature | 10 September 2003 |
| Date of ratification (or legal equivalent) | 05 February 2004 |

Socioeconomic context

| | |
|--------------|---------------|
| Population | 1 267 401 849 |
| Income group | Middle-income |

National tobacco control programme as at 31 December 2014


| | 2014 |
|--|--------------------|
| Specific national government objectives in tobacco control | Yes |
| National agency or technical unit for tobacco control | Yes |
| Number of full-time equivalent staff | 130 |
| Government's expenditures on tobacco control, latest available year, in currency reported by country | INR 352 000 000 |

Summary of MPOWER measures

| M MONITORING | P SMOKE-FREE POLICIES | O CESSATION PROGRAMMES | W HEALTH WARNINGS | | E ADVERTISING BANS | R TAXATION |
|------------------------|------------------------------------|-------------------------------------|--------------------------------|--|---------------------------------|----------------------|
| | | | | | | |

The legend explaining the colours in this table appears at the end of this document.

The method used to summarise each measure is described in Technical Note I of the WHO Report on the Global Tobacco Epidemic, 2015.


Monitor tobacco use and prevention policies

Prevalence of tobacco use

Tobacco use data from the latest survey results as at 31 December 2014

| Smoking prevalence (%) | Youth tobacco use | | Adult tobacco smoking | | Adult cigarette smoking | |
|------------------------|---------------------|---------------------------|-----------------------|-------|-------------------------|-------|
| | Current tobacco use | Current cigarette smoking | Current | Daily | Current | Daily |
| Male | 19.0 | 5.8 | 24.3 | 18.3 | 10.3 | 6.3 |
| Female | 8.3 | 2.4 | 2.9 | 2.4 | 0.8 | 0.6 |
| Both sexes | 14.6 | 4.4 | 14.0 | 10.7 | 5.7 | 3.6 |

Youth: Global Youth Tobacco Survey, 2009; National, ages 13-15

Adult: Global Adult Tobacco Survey (GATS) - India, 2009-10; National, ages 15+

Smokeless tobacco use data from the latest survey results as at 31 December 2014

| Smokeless prevalence (%) | Youth smokeless use | Adult smokeless use |
|--------------------------|-------------------------------|-------------------------------|
| | Current smokeless tobacco use | Current smokeless tobacco use |
| Male | 11.1 | 32.9 |
| Female | 6.0 | 18.4 |
| Both sexes | 9.0 | 25.9 |

Youth: Global Youth Tobacco Survey, 2009; National, ages 13-15

Adult: Global Adult Tobacco Survey (GATS) - India, 2009-10; National, ages 15+

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2013

| Adult prevalence, smoking (%) | Any smoked tobacco | | Cigarettes | |
|-------------------------------|--------------------|-------|------------|-------|
| | Current | Daily | Current | Daily |
| Male | 21.9 | 19.1 | 9.4 | 5.6 |
| Female | 2.3 | 1.9 | 0.8 | 0.6 |
| Both sexes | 12.4 | 10.7 | 5.2 | 3.1 |



Smoke-free environments

| | 2014 | Compliance 2014§ |
|---|------|------------------|
| Public places with smoke-free legislation: | | |
| Health-care facilities | Yes | 10 |
| Educational facilities except universities | Yes | 8 |
| Universities | Yes | 5 |
| Government facilities | Yes | 5 |
| Indoor offices and workplaces | Yes | 9 |
| Restaurants | ★ | — |
| Cafés, pubs and bars | ★ | — |
| Public transport | Yes | 7 |
| All other public places | NA | |
| Compliance score § | | 6 |
| National law requires fines for smoking | Yes | |
| Fines levied on the establishment | Yes | |
| Fines levied on the smoker | Yes | |
| Funds dedicated for enforcement | Yes | |
| Complaint system that requires an investigation after a complaint | Yes | |

§ A score of 0–10. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.

Three to five experts were asked to provide assessments independently by interview. These experts included at least three of the following persons:

- the most senior government official in charge of tobacco control or tobacco-related conditions;
- the head of a prominent NGO dedicated to tobacco control;
- a health professional (e.g. physician, nurse, pharmacist) specializing in tobacco-related conditions;
- a staff member of a public health university department;
- the Tobacco Free Initiative focal point of the WHO country office.

★ Designated smoking rooms are permitted under the law, and technical requirements are mandated.

Subnational laws on smoke-free environments

Please see ANNEX I.



Treatment of tobacco dependence as at 31 December 2014

| | | 2014 |
|---|---|---|
| Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in India? | | Yes |
| Nicotine replacement therapy (e.g., patch, gum, lozenge, spray or inhaler) | Is this product legally sold in the country? | Yes |
| | Where and how can this product be legally purchased in your country? | In a general store without a prescription |
| | Does the national/federal health insurance or the national health service cover the cost of this product? | No |
| | Is any NRT on the country's essential drugs list? | No |
| Bupropion (e.g., Zyban, Wellbutrin) | Is this product legally sold in your country? | Yes |
| | Where and how can this product be legally purchased in your country? | In a pharmacy with a prescription |
| | Does the national/federal health insurance or the national health service cover the cost of this product? | No |
| Varenicline | Is this product legally sold in your country? | Yes |
| | Where and how can this product be legally purchased in your country? | In a pharmacy with a prescription |
| | Does the national/federal health insurance or the national health service cover the cost of this product? | No |
| Is smoking cessation support available in the following places in your country? | Health clinics or other primary care facilities | Yes in some |
| | Hospitals | Yes in some |
| | Office of a health professional | Yes in some |
| | In the community | Yes in some |
| | Other | Yes in some |
| Does the national/federal health insurance or the national health service cover the cost of this support? | Health clinics or other primary care facilities | Fully |
| | Hospitals | Fully |
| | Office of a health professional | Partially |
| | In the community | ... |
| | Other | Fully |



Health warnings on tobacco packages

| | 2014 | | |
|---|-----------------|----------------------|-------------------|
| | Cigarettes | Other smoked tobacco | Smokeless tobacco |
| Does the law mandate that health warnings appear on tobacco packages? | Yes | Yes | Yes |
| What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED | 20 ¹ | 20 ¹ | 20 ¹ |
| What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings? | 40 ¹ | 40 ¹ | 40 ¹ |
| What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings? | 0 ¹ | 0 ¹ | 0 ¹ |
| Does the law mandate that the warning be placed at the top of the principle display areas of the package? | Yes | Yes | Yes |
| Does the law mandate font style, font size and colour for package warnings? | Yes | Yes | Yes |
| Are the health warnings rotating on packages? | Yes | Yes | Yes |
| Are the health warnings on packages written in the principal language(s) of the country? | Yes | Yes | Yes |
| Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps? | Yes | Yes | Yes |
| Do the health warnings on packages include a photograph or graphic? | Yes | Yes | Yes |
| Do health warnings appear on each package and any outside packaging and labelling used in the retail sale? | Yes | Yes | Yes |
| Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale? | Yes | Yes | Yes |
| Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry? | No | No | No |
| Do health warnings on packages describe the harmful effects of tobacco use on health? | Yes | Yes | Yes |
| Does the law mandate specific health warnings on packages? | Yes | Yes | Yes |
| How many specific health warnings are approved by the law? | 3 | 3 | 3 |

¹An amendment of the *Cigarettes and other Tobacco Products (Packaging and Labelling) Rules* to increase the average size of health warnings on all tobacco packages to 85% was adopted in October 2014 and was scheduled to enter into force on 1 April 2015. However, the date of entering into force has been revoked on 26 March 2015 and is yet to be determined.

Health warnings on tobacco packages (continued)

| | 2014 | | |
|---|------------|----------------------|-------------------|
| | Cigarettes | Other smoked tobacco | Smokeless tobacco |
| Does the law require or establish fines for violations regarding health warnings on packages? | Yes | Yes | Yes |
| Are there any laws requiring that tobacco packaging and labelling do not use misleading terms which imply the product is less harmful than other similar products, such as “low tar”, “light”, “ultra-light”, or “mild”? | Yes | Yes | Yes |
| Are there any laws requiring that tobacco packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors? | Yes | Yes | Yes |
| Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours? | No | No | No |
| Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on tobacco packaging, including when used as part of a brand name or trademark? | No | No | No |
| Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging? | No | No | No |
| Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package? | – | – | – |
| Does the law prevent the display of expiry dates on tobacco packaging? | No | No | No |
| Is it mandatory for the quit line number to appear on packaging or labelling? | No | No | No |
| Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)? | No | No | No |

Country Profile: India

Anti-tobacco mass media campaigns between 1 July 2012 and 30 June 2014

| | |
|--|-----------------------------------|
| Name of mass media campaign | Tobacco is Eating Your Baby Alive |
| Was this campaign national? | Yes |
| The campaign was sponsored or run by: | National government |
| Was the campaign aired on television and/or radio? | Yes |
| Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials? | Yes |
| Were the campaign materials tested with the target audience before the campaign was run? | Yes |
| Did you obtain air time (radio, television) and/or placement (billboards, print advertising, etc) by purchasing or securing them using either your organisation/institution's internal resources or an external media planner or agency? | Yes |
| Did you, or your media planner/agency, use a monitor to confirm that the campaign materials were used as planned/scheduled on television, radio, print, billboards, internet, etc? | Yes |
| Did you work with journalists to gain publicity or coverage in the news for the campaign? | Yes |
| Was an evaluation done to assess the impact of the campaign? | No |
| Was this campaign part of a comprehensive government tobacco control program? | Yes |


Enforce bans on tobacco advertising, promotion and sponsorship
Bans on tobacco advertising, promotion and sponsorship

| | 2014 | Compliance 2014§ |
|--|------------------|------------------|
| Bans on direct tobacco advertising | | |
| National TV and radio | Yes | 9 |
| International TV and radio | Yes ¹ | |
| Local magazines and newspapers | Yes | 9 |
| International magazines and newspapers | Yes ² | |
| Billboards and outdoor advertising | Yes | 6 |
| Advertising at point of sale | No | — |
| Advertising on internet | Yes | |
| Other direct bans | Yes | |
| Compliance score of direct bans § | | 7 |
| Law requires fines for violations of direct advertising bans | Yes | |
| Bans on tobacco promotion and sponsorship | | |
| Free distribution | Yes | 6 |
| Promotional discounts | Yes | 6 |
| Non-tobacco products identified with tobacco brand names | Yes | 5 |
| Brand name of non-tobacco products used for tobacco product | Yes | 4 |
| Appearance of tobacco brands in TV and/or films (product placement) | Yes | 9 |
| Appearance of tobacco products in TV and/or films | Yes | 7 |
| Sponsored events | No | — |
| Tobacco companies/the tobacco industry publicizing their CSR activities | No | |
| Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies | No | |
| Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth | No | |
| Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images | Yes | |
| Law explicitly bans tobacco products display at point of sale | No | |
| Other indirect bans | Yes | |
| Compliance score of indirect bans § | | 5 |
| Law requires fines for violations of indirect advertising bans | Yes | |
| Law completely bans tobacco vending machines | Yes | |
| Law bans internet sales of tobacco products | No | |
| Subnational laws or regulations ban some or all types of tobacco advertising, promotion and sponsorship | Yes | |

¹The law does not explicitly address cross-border advertising. However, given that advertising is banned on all TV and radio, it is interpreted that both domestic and international levels are covered by the ban.

²The law does not explicitly address cross-border advertising. However, given that advertising is banned on all magazines and newspapers, it is interpreted that both domestic and international levels are covered by the ban.

Country Profile: India

§ A score of 0–10, where 0 is low compliance. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.

Three to five experts were asked to provide assessments independently by interview. These experts included at least three of the following persons:

- the most senior government official in charge of tobacco control or tobacco-related conditions;
- the head of a prominent NGO dedicated to tobacco control;
- a health professional (e.g. physician, nurse, pharmacist) specializing in tobacco-related conditions;
- a staff member of a public health university department;
- the Tobacco Free Initiative focal point of the WHO country office.

Subnational laws on tobacco advertising, promotion and sponsorship

Please see Annex II.

Regulation of e-cigarettes

Note: In this table the term “e-cigarettes” is interpreted as including all forms of electronic nicotine delivery systems.

| | 2014 |
|---|------|
| National laws or regulations completely ban the sale of e-cigarettes | No |
| National laws or regulations regulate e-cigarettes | No |
| E-cigarettes are regulated as a therapeutic product | — |
| E-cigarettes are regulated as a tobacco product | — |
| E-cigarettes are covered by national laws and regulations on smoke-free environments | — |
| E-cigarettes are covered by national laws and regulations on health warnings on packaging | — |
| E-cigarettes are covered by national laws and regulations on tobacco advertising, promotion and sponsorship | — |



Tobacco taxation policy and prices as at 31 July 2014

Price of lowest cost brand of cigarettes

| | | Country-reported value for 2014 |
|---|--|---------------------------------|
| A | Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes | INR 38.00 |

Price of Marlboro or similar brand cigarettes

| | | Country-reported value for 2014 |
|---|--|---------------------------------|
| A | Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes | INR 190.00 |

Taxes on the most sold brand of cigarettes

| | WHO's comparable estimate for 2014 |
|--|------------------------------------|
| Price of most sold brand of a pack of 20 cigarettes | |
| In currency reported by country | INR 106.00 |
| In international dollars (purchasing power parity) | 4.50 |
| In US dollars at official exchange rates | 1.76 |
| Taxes on this brand (% of retail price) ⌘ | |
| Total taxes | 60.39% |
| Specific excise | 42.45% |
| Ad valorem excise | 1.27% |
| Value added tax (VAT) | 16.67% |
| Import duty | 0.00% |
| Other taxes | 0.00% |

⌘ Individual categories of tax may not add to total due to rounding.

Country Profile: India

Taxes on the most sold brand of smoked tobacco product other than cigarettes

| | WHO's comparable estimate for 2014 |
|--|------------------------------------|
| Price of most sold brand of bidis (20 pieces) | |
| In currency reported by country | INR 10.40 |
| In international dollars (purchasing power parity) | 0.44 |
| In US dollars at official exchange rates | 0.17 |
| Taxes on this brand (% of retail price) ⌘ | |
| Total taxes | 19.74% |
| Specific excise | 3.08% |
| Ad valorem excise | 0.00% |
| Value added tax (VAT) | 16.67% |
| Import duty | 0.00% |
| Other taxes | 0.00% |

⌘ Individual categories of tax may not add to total due to rounding.

Taxes on the most sold brand of smokeless tobacco product

| | WHO's comparable estimate for 2014 |
|---|------------------------------------|
| Price of most sold brand of chewing tobacco (20 grams) | |
| In currency reported by country | INR 6.67 |
| In international dollars (purchasing power parity) | 0.38 |
| In US dollars at official exchange rates | 0.14 |
| Taxes on this brand (% of retail price) ⌘ | |
| Total taxes | 50.98% |
| Specific excise | 0.00% |
| Ad valorem excise | 34.31% |
| Value added tax (VAT) | 16.67% |
| Import duty | 0.00% |
| Other taxes | 0.00% |

⌘ Individual categories of tax may not add to total due to rounding.

Annual tax revenues from tobacco products at the national/federal level

| | Most recent year |
|--|--------------------|
| Is tax revenue data for all tobacco products or cigarettes only? | Cigarettes only |
| Year | 2013/14 |
| Total Excise (specific and ad valorem) | 150 100 000 000.00 |
| Value added tax (VAT) and other sales taxes | 88 547 000 000.00 |
| Import duties and all other taxes (excluding corporate taxes on tobacco companies) | 4 503 000 000.00 |
| Total | 243 150 000 000.00 |
| Currency | INR |

Supplementary tax information

| | Most recent year |
|---|------------------|
| Type of excise applied | Mixed excise |
| Uniform excise tax applied Yes (Uniform), No (Tiered/varying rates) | No |
| Greater reliance on specific tax in mixed excise regime | Yes |
| Minimum specific tax applied in ad valorem or mixed excise regime | No |
| Retail price used as base of ad valorem component in ad valorem or mixed excise regime (or retail price exclusive of VAT) | No |
| % of GDP per capita required to purchase 100 packs of most sold brand (the higher the %, the less affordable) | 10.82% |
| Cigarettes are less affordable in 2014 compared to 2008 | No |
| Specific tax component automatically adjusted for inflation (or other) | No |
| Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap) | 20.00% |
| Tax stamps applied on tobacco products | Yes |
| Bans or limits on duty free imports by travellers | Limited |
| If duty free imports are limited, duty free allowance (number of cigarette sticks) | ... |

Annex I: Subnational laws on smoke-free environments

Where no data were available, "..." shows in the table. Where data were not required, "-" shows in the table.

| Name of jurisdiction: | Tamil Nadu |
|---|-----------------------------|
| Complete smoke-free laws exist in the following places: | |
| Health-care facilities | Yes |
| Educational facilities except universities | Yes |
| Universities | Yes |
| Government facilities | Yes |
| Indoor offices and workplaces | No ¹ |
| Restaurants | Yes |
| Cafés, pubs and bars | No |
| Public transport | No ¹ |
| All other public places | NA |
| Compliance score | — |
| Subnational law requires fines for smoking | Yes - on smoker/patron only |
| Funds dedicated for enforcement | No |
| Complaint system that requires an investigation after a complaint | No |

¹ Covered by national legislation.

Country Profile: India

| Name of jurisdiction: | Goa |
|---|-----------------------------|
| Complete smoke-free laws exist in the following places: | |
| Health-care facilities | Yes |
| Educational facilities except universities | Yes |
| Universities | Yes |
| Government facilities | Yes |
| Indoor offices and workplaces | No ¹ |
| Restaurants | Yes |
| Cafés, pubs and bars | No |
| Public transport | No ¹ |
| All other public places | NA |
| Compliance score | — |
| Subnational law requires fines for smoking | Yes - on smoker/patron only |
| Funds dedicated for enforcement | No |
| Complaint system that requires an investigation after a complaint | No |

¹ Covered by national legislation.

Annex II: Subnational laws on tobacco advertising, promotion and sponsorship

Where no data were available, "..." shows in the table. Where data were not required, "—" shows in the table.

| Name of jurisdiction: | Tamil Nadu |
|--|-----------------|
| Bans on direct tobacco advertising | |
| National TV and radio | No ¹ |
| International TV and radio | No ¹ |
| Local magazines and newspapers | No ¹ |
| International magazines and newspapers | No ¹ |
| Billboards and outdoor advertising | Yes |
| Advertising at point of sale | No |
| Advertising on internet | No ¹ |
| Other direct bans | No ¹ |
| Compliance score of direct bans | — |
| Subnational law requires fines for violations of direct advertising bans | No ¹ |
| Bans on tobacco promotion and sponsorship | |
| Free distribution | No ¹ |
| Promotional discounts | No ¹ |
| Non-tobacco products identified with tobacco brand names | No ¹ |
| Brand name of non-tobacco products used for tobacco product | No ¹ |
| Appearance of tobacco brands in TV and/or films (product placement) | No ¹ |
| Appearance of tobacco products in TV and/or films | No ¹ |
| Sponsored events | No |
| Tobacco companies/the tobacco industry publicizing their CSR activities | No |
| Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies | No |
| Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth | No |
| Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images | No ¹ |
| Law explicitly bans tobacco products display at point of sale | No |
| Other indirect bans | No ¹ |
| Compliance score of indirect bans | — |
| Subnational law requires fines for violations of indirect advertising bans | No |
| Law completely bans tobacco vending machines | No ¹ |
| Law bans internet sales of tobacco products | Yes |

¹ Covered by national legislation.

Country Profile: India

| Name of jurisdiction: | Goa |
|--|-----------------|
| Bans on direct tobacco advertising | |
| National TV and radio | Yes |
| International TV and radio | Yes |
| Local magazines and newspapers | Yes |
| International magazines and newspapers | Yes |
| Billboards and outdoor advertising | Yes |
| Advertising at point of sale | Yes |
| Advertising on internet | Yes |
| Other direct bans | Yes |
| Compliance score of direct bans | — |
| Subnational law requires fines for violations of direct advertising bans | Yes |
| Bans on tobacco promotion and sponsorship | |
| Free distribution | No ¹ |
| Promotional discounts | No ¹ |
| Non-tobacco products identified with tobacco brand names | No ¹ |
| Brand name of non-tobacco products used for tobacco product | No ¹ |
| Appearance of tobacco brands in TV and/or films (product placement) | No ¹ |
| Appearance of tobacco products in TV and/or films | No ¹ |
| Sponsored events | No |
| Tobacco companies/the tobacco industry publicizing their CSR activities | No |
| Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies | No |
| Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth | No |
| Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images | No ¹ |
| Law explicitly bans tobacco products display at point of sale | No |
| Other indirect bans | No ¹ |
| Compliance score of indirect bans | — |
| Subnational law requires fines for violations of indirect advertising bans | No |
| Law completely bans tobacco vending machines | No ¹ |
| Law bans internet sales of tobacco products | No |

¹ Covered by national legislation.

Legend: Summary of MPOWER measures (see page 1)
MONITORING: PREVALENCE DATA

| | |
|--|---|
| | No known data or no recent data or data that are not both recent and representative |
| | Recent and representative data for either adults or youth |
| | Recent and representative data for both adults and youth |
| | Recent, representative and periodic data for both adults and youth |

SMOKE-FREE POLICIES: POLICIES ON SMOKE-FREE ENVIRONMENTS

| | |
|--|---|
| | Data not reported/not categorized |
| | Up to two public places completely smoke-free |
| | Three to five public places completely smoke-free |
| | Six to seven public places completely smoke-free |
| | All public places completely smoke-free (or at least 90% of the population covered by complete subnational legislation) |

CESSATION PROGRAMMES: TREATMENT OF TOBACCO DEPENDENCE

| | |
|--|--|
| | Data not reported |
| | None |
| | NRT and/or some cessation services (neither cost-covered) |
| | NRT and/or some cessation services (at least one of which is cost-covered) |
| | National quit line, and both NRT and some cessation services cost-covered |

HEALTH WARNINGS: HEALTH WARNINGS ON CIGARETTE PACKAGES

| | |
|--|--|
| | Data not reported |
| | No warnings or small warnings |
| | Medium size warnings missing some appropriate characteristics OR large warnings missing many characteristics |
| | Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics |
| | Large warnings with all appropriate characteristics |

MASS MEDIA: ANTI-TOBACCO CAMPAIGNS

| | |
|--|---|
| | Data not reported |
| | No national campaign conducted between 1 July 2012 and 30 June 2014 with duration of at least three weeks |
| | National campaign conducted with 1 - 4 appropriate characteristics |
| | National campaign conducted with 5 - 6 appropriate characteristics |
| | National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio |

ADVERTISING BANS: BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP

| | |
|--|--|
| | Data not reported |
| | Complete absence of ban, or ban that does not cover national television, radio and print media |
| | Ban on national television, radio and print media only |
| | Ban on national TV, radio and print media as well as on some but not all other forms of direct and/or indirect advertising |
| | Ban on all forms of direct and indirect advertising |

TAXATION: SHARE OF TOTAL TAXES IN THE RETAIL PRICE OF THE MOST SOLD BRAND OF CIGARETTES

| | |
|--|-------------------------------|
| | Data not reported |
| | <= 25% of retail price is tax |
| | 26–50% of retail price is tax |
| | 51–75% of retail price is tax |
| | >75% of retail price is tax |