

### Type of Tobacco Product(s)

Legislation applies to all tobacco products (smoked and smokeless).

### Health Warning Labels

#### *Type, Size and Location*

Pictorial health warning labels (HWLs) are required to cover 85% of the front and 85% of the back of the package. Overall, 85% of the principal display areas of the package are allocated to HWLs. The width of the warning cannot be less than 3.5 centimeters, and the height cannot be less than 4 centimeters.

#### *Content*

The current contents of the HWLs are not specific to each type of tobacco product, with identical pictures and texts on both smoked and smokeless tobacco products. The warnings contain information about cancer and death.

#### *Language*

Health warning texts must be in one or two of the following languages, depending on the language used on the rest of the package: English, Hindi, and/or other regional Indian languages.

#### *Cessation Aid*

A quitline phone number is required to be displayed as part of the HWL on the package.

#### *Number, Rotation Schedule and History*

India has issued five rounds of pictorial HWLs:

Round (implementation year)	Tobacco Product	Number of HWLs	Size (%) average- front/back
R1 (2009)	Smoked	2	20 – 40/0
	Smokeless	1	
R2 (2011)	Smoked	4	20 – 40/0
	Smokeless	4	
R3 (2013)	Smoked	3	20 – 40/0
	Smokeless	3	
R4 (2016)	Smoked	2	85 – 85/85
	Smokeless	2	
R5 (2018)	All tobacco products	2	85 – 85/85

Health warnings for Rounds 1-3 are required to rotate for the duration of that round. In Rounds 4 and 5, warnings are to be displayed for 12 months, followed by the second warning for 12 months. Beginning with Round 4 in 2016, the size of the warnings increased from 20% to 85% of the principal display areas.

### Constituents and Emissions Information

No message is required to display qualitative (descriptive) constituents and emissions information.

### Prohibition on Misleading Packaging and Labeling

Misleading descriptors such as 'light,' 'ultra light,' 'mild,' 'ultra mild,' 'low tar,' 'slim,' and 'safer' are prohibited from appearing on packages.

### Additional notes

Round 1 was to be implemented in 2007 and included two pictorial HWLs for each type of product with a size of 50% of the principal display areas. Implementation was delayed and the warnings were replaced two times before implementation in 2009 (Round 1).

## WARNINGS: 2018-2019

### ALL TOBACCO PRODUCTS

FRONT

BACK



**TOBACCO CAUSES  
PAINFUL DEATH**

**तम्बाकू से दर्दनाक  
मौत होती है**

QUIT TODAY CALL 1800-11-2356

आज ही छोड़ें, कॉल करें 1800-11-2356

FRONT

BACK



**TOBACCO CAUSES CANCER**

**तम्बाकू से कैंसर होता है**

QUIT TODAY CALL 1800-11-2356

आज ही छोड़ें, कॉल करें 1800-11-2356

## WARNINGS: 2016-2018

### SMOKED TOBACCO

FRONT

BACK



**WARNING**

**Smoking causes  
throat cancer**

**चेतावनी**

**धुम्रपान से गले का  
कैंसर होता है**

FRONT

BACK



**WARNING**

**Smoking causes  
throat cancer**

**चेतावनी**

**धुम्रपान से गले का  
कैंसर होता है**

### SMOKELESS TOBACCO

FRONT

BACK



**WARNING**

**Tobacco causes  
mouth cancer**

**चेतावनी**

**तम्बाकू से  
मुँह का कैंसर होता है**

FRONT

BACK



**WARNING**

**Tobacco causes  
mouth cancer**

**चेतावनी**

**तम्बाकू से  
मुँह का कैंसर होता है**

### WARNINGS: 2013-2016

#### SMOKED TOBACCO

FRONT



FRONT



FRONT



#### SMOKELESS TOBACCO

FRONT



FRONT



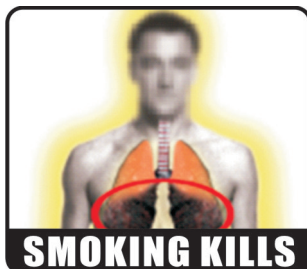
FRONT



### WARNINGS: 2011-2013

#### SMOKED TOBACCO

FRONT



FRONT



FRONT



FRONT



#### SMOKELESS TOBACCO

FRONT



FRONT



FRONT



FRONT



## WARNINGS: 2009-2011

### SMOKED TOBACCO

FRONT



FRONT



### SMOKELESS TOBACCO

FRONT

