

# ATTENTION!

## Tobacco product Manufacturers, Distributors, Retailers and Importers!

The Central Government has notified the new specified health warnings vide G.S.R 331 (E) of Gazette Notification dated 3rd April, 2018 for mandatory display on all tobacco product packages covering at least 85% of the principal display area. There shall be one common specified health warnings for both smoking and smokeless forms of tobacco products.

**Image-1** of the said notification came into effect from 1st September, 2018 with a validity period of one year for all tobacco products manufactured or packaged or imported upto 31st August, 2019.

**Image-2** of the said notification shall come into effect from 1st September, 2019. The word "TOBACCO CAUSES PAINFUL DEATH" shall appear in white font colour on a red background and the words "QUIT TODAY CALL 1800-11-2356" shall appear in white font colour on a black background.



**Image-2**

The pictorial health warning and textual health warning shall be printed with four colors with printing resolution of minimum 300 DPI (Dots per inch). Their font type and color shall be exactly as uploaded on the MoHFW website.

All tobacco products manufactured or packaged or imported on or after 1st September, 2019 shall display Image-2.

Any person engaged directly or indirectly in the production, supply, import or distribution of cigarettes or any tobacco products shall ensure that all tobacco product packages shall have the specified health warnings exactly as prescribed.

Violation of the above mentioned provision is a punishable offence with imprisonment or fine as prescribed in Section 20 of the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

The images and details of the specified health warnings and the Rules are already available at <https://mohfw.gov.in> and <https://ntcp.nhp.gov.in> and also shared vide e-mail as requested by the stakeholders. The open files of the image may also be obtained from the Ministry through making a request at [ntcp.mohfw@gmail.com](mailto:ntcp.mohfw@gmail.com) and/or 011-23062868.



**Ministry of Health  
& Family Welfare  
Government of India**



**All forms of tobacco are addictive and deadly – QUIT TOBACCO USE TODAY**

**To quit tobacco call 1800 11 2356 or give a missed call on 011-22901701**