

CIGARETTES AND OTHER TOBACCO PRODUCTS(PACKAGING AND LABELLING) AMENDMENT RULES, 2007

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rßT (i) PART 11—Section 3*ub-section (i) PUBLISHED BY AUTHORITY 29, 2007/3m%7 7, 029 NEW
DELHI, SATURDAY, SEPTEMBER 29, 2007/ASVINA 7, 1929 ft*, 29 2007 üfh-q-q-o 2007 2003 (2003
34) 2006 2007 f 3 t" fl3Æi 4048 (} 1/2007 .3.Fq F-q (100 + 100 i) (2) 3trzü7t () -G-q-v fra-r GAZE OF
INDIA EXTRAORDINARY QTq-\$?Yftl 2. iTqTfi (77) 3.5 x 4 2(TT) (2) --45-æ--å MLNISIRY OF I-
EALTH AND FAMILY WEIFARE (Department of Health and Welfare) NOTFICATION New Delhi, the
29th September, 2007 GSR 633(E).— In exercise of the powers conferred by sub-section (1) of Section 7,
Sub-section (2) of Section 8, Section IO and Section 31 of the Cigarettes And Other Tobacco Products
(Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and
Distribution) Act, 2003 (34 of 2003), read with Cigarettes and Other Tobacco Products (Prohibition of
Advertisement and Regulation of Trade and Commerce, Production. Supply and Distribution) Amendment
Act, 2007 the Central Government hereby makes the following Rules to amend the Cigarettes and other
Tobacco Products (Packaging and Labelling) Rules, 2006, nameiv 1. Short title and Commencement,—
These Rules may be called the Cigarettes and other vrobacco Products (Packaging and Labelling)
(Amendment) Ruies, 2. For the schedule, the fi-)llovhng shall be namelv (see rule 3) a. Components of
specified health warnino The components far the specified health warning shall include (1) Health
Warning The warning "Smoking Kills ' (on smoking forms of tobacco products) (2) (3) and "'Tobacco
Kills' (on smokeless/chewing and other forms of tobacco products) shall appear in white font colour on a
red background (consisting of 100% magenta + yellow). Pictorial Representation of ill effects of tobacco
use.—Pictorial depiction of the ill effects of tobacco use on health, shall be placed below the health
warning and should appear m colour exactly as in the soft copy provided in the CD accompanying these
rules. Health Message.—Every specified health warning shall include the health message in black font
colour on a white background. The health message should be printed in easy to read black font on a white
background and the font type/font size shall be, exactly as per the soft copy provided along with these
rules. .3 (d) Tobacco causes mouth cancer -TOBACCC KILLS rohacco causes 2(d) cancer Note:—These
nxles are accompanied by a CD that contains a soft copy of these health warnings for inclusion in printing
of tobacco product packages

3. Minimum size of the specified health warning.b. The specified health warnings are— (1) For
smoking forms of tobacco packs :— (a) Smoking causes cancer SMOKING KILLS causes cancer (b) Your
smoking kills babies SMOK!NG KILLS snokjng babies (2) For chewing/smokeless forms of tobacco
packages:— (c) Tobacco causes painful death TOBACCO KILLS (1) (2) The minimum size of the
specified health warning on each panel of the tobacco pack shall be 3.5 cm x 4 cm to ensure that the
warning is legible and prominent. The size of all components of the specified health warning shall be
increased proportionally according to increase of the package size to ensure that the specified health
warning occupies fifty per cent of the principal display area:s of the pack. Tobacco causes painful death
2(c) 4. Language.—Each health warning and health message has been specified in English and regional
languages. Appropriate language combination should be selected from the combination provided in the CD
to ensure that the language/s selected for health warning and health message are in conformity with the
languagrvs used on the pack by the manufacturer. Where more than one language is used on the pack, the
specified health warning and health message shall be given separately in each of the language/s. Provided
that not more than two languages shall be used on the pack

5. Printing.—It must be ensured that the colour, intensity, clarity and size of all the components of the
specified health warning are not tampered with while printing subject to sub-paragraph (2) of paragraph 3
of this Schedule [F. No. P-16011/07/2005-PHI BHAVANI THYAGARAJAN. Printed b} the Manager,
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