

## **Cigarettes and other Tobacco Products (Packaging and Labelling) Rules, 2006**

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### **SCHEDULE :- SCHEDULE**

## **Cigarettes and other Tobacco Products (Packaging and Labelling) Rules, 2006**

In exercise of the powers conferred by Sub-section (i) of Section 7, Sub-section (2) of Section 8, Section 10 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), the Central Government hereby makes the following rules, namely:-

### **1. Short title and commencement :-**

- (1) These rules may be called the Cigarettes and other Tobacco Products (Packaging and Labelling) Rules, 2006.
- (2) They shall come into force on the **1 "1st June, 2007"**.

In the Cigarettes and other Tobacco Products (Packaging and Labelling) Rules, 2006, for sub-rule(2) of Rule 1 shall be Substituted in place Of : "They shall come into force on the 1st day of February, 2007" by the "Cigarettes and other Tobacco Products (Packaging and Labelling)(Amendment)Rules, 2006".

### **2. Definitions :-**

In these rules, unless the context otherwise requires,-

- (a)."Act" means the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulations of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

(b)."Package" means box, pouch, conical, cylindrical or any other type of pack used for packing cigarette and other tobacco products.

(c)."principal display area" means-

(i) for box type packages, two equal sized largest surface area(s) of the box that may be displayed or visible under normal or customary conditions of sale or use;

(ii) for pouch type packages, the entire surface area of the pack that may be displayed or visible under normal conditions of sale or use;

(iii) for conical or cylindrical type of packages, the entire curving area of the pack that may be displayed or visible under normal or customary conditions of sale or use;

(iv) for any other form or type of package, the entire surface area of the pack that may be displayed or visible under normal or customary conditions of sale or use;

(d) "specified health warning" means, such health warnings as specified by the Central Government from time to time, in the schedule to these rules.

### **3. Manner of packing and labelling :-**

(1) Every person engaged directly or indirectly in the production, supply, import or distribution of cigarette or any other tobacco products shall ensure that,-

(a) every package of cigarette or any other tobacco product shall have the specified health warning exactly as specified in the schedule to these rules;

(b) the specified health warnings shall occupy at least fifty per cent of the principal display areas of the pack and shall be positioned parallel to the top edge of the package and in the same direction as the information on the principal display areas:

Provided that for conical packs, the widest end of the pack shall be considered as the top edge of the pack:

Provided further that for box and pouch type of packs, the specified health warning shall appear on both sides of the pack, on the largest panels;.

(d).no messages that directly or indirectly promote a specific

tobacco brand or tobacco usage in general are inscribed on the tobacco product package;

(e).no product shall be sold unless the package contains the specified health warning: Provided that the specified health warning shall be printed on every retail pack in which the tobacco product is normally intended for consumer use or retail sale, as well as any other

(f) the specified warnings shall be inscribed in the language/s used on the pack:

Provided that not more than two languages shall be used on the pack, so as to ensure that the specified warning is legible and prominent;

(g) no tobacco product package or label shall contain any information that is false, misleading, or deceptive, or that is likely or intended to create an erroneous impression about the characteristics, health effects, or health or other hazards of the tobacco product or its emissions. This prohibition includes, but is not limited to, the use of words or descriptors, whether or not part of the brand name, such as "light", "ultra light", "mild", "ultra mild", "low tar", "slim", "safer" or similar words or descriptors; any graphics associated with, or likely or intended to be associated with, such words or descriptors; and any product package design characteristics, associated with, or likely or intended to be associated with, such descriptors.

#### **4. Prohibition on obscuring, masking, altering or detracting from the Specified Health Warnings :-**

No person shall sell or supply any product, device, or other thing that is intended to be used, or that can be used, to cover, obscure, mask, alter, or otherwise detract from the display of specified health warning on the tobacco product package. This includes prohibition to design the product package or parts of the package, or accessories thereto, with any cover that may obscure the prescribed messages.

#### **5. Rotation of Specified Health Warnings :-**

The specified health warning on tobacco packs shall be rotated every 12 months or as may be decided by the Central Government from time to time.

#### **SCHEDULE**

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