Tobacco harms the health, the treasury, and the spirit of India. Every year, more than 932,600 of its people are killed by tobacco-caused disease. Still, more than 625,000 children (10-14 years old) and 8,948,600 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in India and ensures that tobacco’s death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

**Adult Smoking (15+ Y.O.)**
% using tobacco daily: 2015

- **Male**
  - 17.3%
  - Even though fewer men smoke on average in India than on average in medium-HDI countries, there are still more than 83,144,300 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

- **Female**
  - 1.4%
  - Even though fewer women smoke in India than on average in medium-HDI countries, there are still more than 63,422,200 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Children Smoking (10-14 Y.O.)**
% using tobacco daily: 2015

- **Boys**
  - 0.64%
  - Even though fewer boys smoke in India than on average in medium-HDI countries, there are still more than 42,950 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

- **Girls**
  - 0.33%
  - Even though fewer girls smoke in India than on average in medium-HDI countries, there are still more than 195,500 girls who smoke cigarettes each day, making it a sign of an ongoing and dire public health threat.

**Deaths**
% caused by tobacco: 2016

- **Male**
  - 12.95%
  - Even though fewer men die from tobacco in India than on average in medium-HDI countries, tobacco still kills 134,520 men every week, necessitating action from policymakers.

- **Female**
  - 5.28%
  - Even though fewer women die from tobacco in India than on average in medium-HDI countries, tobacco still kills 44,350 women every week, necessitating action from policymakers.

**Societal Harms**
The economic cost of smoking in India amounts to 18,186,911 million rupee. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

**Smokeless Tobacco**
% using tobacco daily: 2013

- **17.8%**
  - Even though fewer people use smokeless tobacco on average in India than on average in medium-HDI countries, 17,109,460 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

**Industry**
The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 15% of the Gross National Income of India. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.

**Growing**
There were 7,207,250 metric tons of tobacco produced in India in 2014, with 0.24% of agricultural land devoted to tobacco cultivation.

**Production**
There were 82,12 billion cigarettes produced in India in 2016.

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[ta6.org/country/india](http://ta6.org/country/india)
Solutions

Current Policy in India

Protect from Smoke

All public places completely smoke-free is the best practice

Smokefree

- HealthCare Facilities
- Educational Facilities
- Universities
- Government Facilities
- Indoor Offices
- Restaurants
- Pubs and Bars
- Public Transport
- All Other Indoor Public Places
- Funds for Smokefree Enforcement

Offer Help

National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources National quit line, and both NRT and some cessation services cost-covered

National Quitline Yes

Warn About the Dangers to Tobacco Users on Product Packaging

A plain, standardized pack with a large health warning is the best practice

Type of Warning Label Graphic

Percent of Pack Covered 85%

Plain Packaging Yes

Warn About the Dangers to the Whole Population in a Media Campaign

Ran a National Anti-Tobacco Campaign in 2014 or 2016 Yes

Appropriate Characteristics

- Part Of A Comprehensive Tobacco Control Program Yes
- Pre-Tested With The Target Audience Yes
- Target Audience Research Was Conducted Yes
- Aired On Television And/OR Radio Yes
- Utilized Media Planning Yes
- Earned Media/Public Relations Were Used To Promote The Campaign Yes
- Process Evaluation Was Used To Assess Implementation No
- Outcome Evaluation Was Used To Assess Effectiveness No

Enforce Bans on Advertising

Ban on all forms of direct and indirect advertising is the best practice

Number of Direct Ad Bans 6/7 possible bans

Number of Indirect Ad Bans 7/10 possible bans

Ad Ban Compliance Percent Moderate

- National TV and radio
- International TV and radio
- Local magazines and newspapers
- International magazines and newspapers
- Billboard and outdoor advertising
- Advertising on internet

Direct bans

- Free distribution in mail or through other means
- Promotional discounts
- Non-tobacco products identified with tobacco brand names
- Brand name of non-tobacco products used for tobacco product
- Appearance in TV and/or films: tobacco brands (product placement)
- Appearance in TV and/or films: tobacco products
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Indirect bans

WHO Benchmark

Minimum 70% of Retail Price is Excise Tax

India 31.22% of Retail Price is Excise Tax

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THE TOBACCO ATLAS