

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 594
TO BE ANSWERED ON 25TH JULY 2023**

ANTI-TOBACCO WARNINGS ON OTT

594. SHRI VAIKO:

Will the **Minister of HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether Government has notified amended rules to make it mandatory for OTT platforms to display anti-tobacco warnings as done in theatres and TV programmes;
- (b) if so, the details thereof; and
- (c) the manner in which Government would ensure that it is complied with by OTT platforms?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(PROF. S.P. SINGH BAGHEL)**

(a) to (c): Government of India has notified Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Amendment Rules, 2023 vide GSR No. 400 (E) dated 31st May, 2023 whereby the every publisher of online curated contents displaying tobacco products or their use has to comply with (a) display anti-tobacco health spots, of minimum thirty seconds duration each at the beginning and middle of the programme; (b) display anti-tobacco health warning as a prominent static message at the bottom of the screen during the period of display of the tobacco products or their use in the programme; (c) display an audio-visual disclaimer on the ill-effects of tobacco use, of minimum twenty seconds duration each, in the beginning and middle of the programme.

Further, all compliance is ensured as per Rule (6) of the Amendment Rules, 2023 through an inter-ministerial committee consisting of representatives from the Ministry of Health and Family Welfare, Ministry of Information and Broadcasting and Ministry of Electronics and Information Technology.
