

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1562  
TO BE ANSWERED ON 28<sup>TH</sup> JULY 2023**

**DISPLAY OF ADVERTISEMENT ON TOBACCO PRODUCTS**

**1562. SHRI FEROZE VARUN GANDHI:  
SHRI JANARDAN MISHRA:**

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

- (a) whether the Government has notified Cigarettes and Other Tobacco Product (COTPA) Amendment Rules 2023 to regulate the display of tobacco advertisements and placement of tobacco products on Over-The-Top (OTT) Platforms;
- (b) if so, the details thereof;
- (c) whether the Government proposes to set a global benchmark in regulating tobacco advertisements and placement of tobacco products on OTT platforms by notifying these Rules and if so, the details thereof;
- (d) whether the Government has received any feedback on these Rules, particularly on its importance and relevance and if so, the details thereof; and
- (e) whether the Government has any plan to engage with OTT Platforms to enable them to comply with the Rules in a time bound manner and if so, the details thereof?

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

(a) to (e): Government of India has notified Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) [COTP] Amendment Rules, 2023 vide GSR No. 400 (E) dated 31st May, 2023 whereby 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.

The Ministry had stakeholder consultation with Ministry of Information & Broadcasting and Ministry of Electronics and Information Technology for effective implementation of the [COTP] Amendment Rules, 2023.

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