

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION NO. 700  
TO BE ANSWERED ON 25.07.2023**

**DISPLAY OF ANTI-TOBACCO WARNINGS ON OTT PLATFORMS**

**700. SHRI A. GANESHAMURTHI:**

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

**(a) whether the Ministry has notified the amended rules to make it mandatory for Over-the-top (OTT) platforms to display anti-tobacco warnings as implemented in the theatres and television programmes;**

**(b) if so, the details thereof; and**

**(c) whether the Ministry has taken/proposed to take any steps to ensure compliance by the OTT platforms?**

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND  
MINISTER OF YOUTH AFFAIRS AND SPORTS**

**(SHRI ANURAG SINGH THAKUR)**

**(a) to (c): The Government of India notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, under the Information Technology Act, 2000, on 25.2.2021, which provides for a Code of Ethics to be followed by publishers of news and current affairs on digital media and publishers of online curated content (OTT Platforms) and an institutional mechanism for redressal of grievances relating to violation of Code of Ethics. The Code requires self-classification of content on OTT platforms into 5 age based categories. The general guidelines for classification of content given in Schedule to the Rules provide for higher classification of content portraying misuse of psychotropic substances, liquor, smoking and tobacco.**

**Ministry of Health and Family Welfare has notified Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Amendment Rules, 2023 on 31st May, 2023 which inter-alia requires the Publishers of online curated content (OTT platform) to comply with specific guidelines relating to display of health sports, message and disclaimer in content on OTT platforms displaying tobacco products or their use. These rules come into effect after 3 months of the notification.**

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