

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

**LOK SABHA
UNSTARRED QUESTION NO.3627
TO BE ANSWERED ON 13TH MARCH, 2026**

TOBACCO CONSUMPTION AND ADVERTISING PRACTICES

3627. SHRI SRIBHARAT MATHUKUMILLI:

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

- (a) whether the Government maintains State-wise, income-group-wise and age-group-wise data on the number of persons consuming tobacco products, including gutkha and chewing tobacco, during the last five years and if so, the details thereof;
- (b) the details of the number of deaths attributable to tobacco-related diseases during the last five years, year-wise and State/UT-wise;
- (c) whether any study has been undertaken to assess the impact of the Central Excise (Amendment) Bill, 2025 on reducing tobacco consumption and if so, the key findings thereof;
- (d) whether the Government has examined the extent and impact of surrogate advertising, celebrity endorsements and brand extensions in promoting tobacco and pan masala products;
- (e) if so, the details thereof along with the steps taken or proposed to strengthen regulatory oversight in this regard; and
- (f) whether any additional measures are under consideration to curb tobacco demand, particularly among youth and low-income households and if so, the details thereof?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI PRATAPRAO JADHAV)**

(a): As per the second round of Global Adult Tobacco Survey (GATS-2, 2016-17), 28.6% adults aged 15 years and above use tobacco in some form. The detailed data of tobacco users State/UT-wise and age-wise are at **Annexure-1**.

(b): As per the Report of the second round of GATS-2, 2016-17, mortality due to tobacco in India is estimated at upwards of 1.3 million (over 13 lakhs).

(c): So far, no such study has been undertaken.

(d) & (e): Section-5 of Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA 2003), prohibits direct and indirect advertisement of cigarettes and other tobacco products.

Further, as per the Ministry of Information and Broadcasting's existing regulatory framework, all private TV channels are required to adhere to the Advertising Code laid down under the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. Rule 7(2)(viii)(A) of the Advertising Code provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, with the stipulation that a product that uses a brand name or logo, of such products may be advertised on TV subject to certain conditions, including certification of the advertisement by the Central Board of Film Certification (CBFC). Action is taken whenever any violation of Advertising Code is found, by way of issuance of Advisories, Warnings, Apology Scroll Orders etc. The Ministry also issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code."

(f): The measures taken by the Government to curb demand of tobacco are as under:

- The Ministry of Health and Family Welfare (MoH&FW) has enacted a comprehensive legislation, namely the Cigarettes and Other Tobacco Products Act (COTPA), 2003 to regulate the trade and commerce, production, supply and distribution of tobacco products.
- The Ministry has also enacted the Prohibition of Electronic Cigarettes Act (PECA), 2019 which prohibits the production, manufacture, import, export, transport, sale, distribution, storage and advertisement of electronic cigarettes and related devices.
- The MoH&FW launched the National Tobacco Control Programme (NTCP) in 2007-08 to ensure effective implementation of the provisions under the COTPA, discourage tobacco use and raise awareness about the harmful effects of tobacco use.
- As part of these awareness efforts, MoH&FW has launched a 60-day annual Tobacco Free Youth Campaign since 2023 to educate youth about the dangers of tobacco and empower them to resist or quit tobacco use.

- The Ministry has established a toll-free National Tobacco Quitline Service (1800-112-356), which is operated by four Quitline centers (Delhi, Mumbai, Guwahati, Bengaluru) covering all States and UTs, and provides counselling in 16 languages, including regional/local languages.
- Over 2,000 Tobacco Cessation Centres (TCCs) have been established across the country under integrated efforts of NTCP, National Medical Commission (NMC) and National Dental Commission (NDC), National Oral Health Programme (NOHP).

Annexure 1

(i) Tobacco use among adults aged 15 or above, States/UTs wise, GATS 2, 2016-17:

State/ UT	Percentage of adults using tobacco in any form
	Overall
Jammu & Kashmir	23.7
Himachal Pradesh	16.1
Punjab	13.4
Chandigarh	13.7
Uttarakhand	26.5
Haryana	23.6
Delhi	17.8
Rajasthan	24.7
Uttar Pradesh	35.5
Chhattisgarh	39.1
Madhya Pradesh	34.2
West Bengal	33.5
Jharkhand	38.9
Odisha	45.6
Bihar	25.9
Sikkim	17.9
Arunachal Pradesh	45.5
Nagaland	43.3
Manipur	55.1
Mizoram	58.7
Tripura	64.5
Meghalaya	47.0
Assam	48.2
Gujarat	25.1
Maharashtra	26.6
Goa	9.7
Andhra Pradesh	20.0
Telangana	17.8
Karnataka	22.8
Kerala	12.7
Tamil Nadu	20.0
Puducherry	11.2

Age-wise:

Age Groups	Tobacco Use (%)
15-24	12.4
25-44	30.1
45-64	39.8
65+	41.4
