

India



How many people die from smoking in India each year?

1,231,171

What is the economic cost of smoking and tobacco use in India each year?

1,481,015,820,288

Indian rupees

Current Rates of Smoking and Tobacco Use in India

Tobacco use continues to be an epidemic in India. Government complacency in the face of the tobacco epidemic protects the tobacco industry in India as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

Adult Smoking Prevalence in India

15+ years old; 2019

Men

23%

Women

3.1%

Adult smoking prevalence in India is 13%.

Number of Adult Smokers in India

15+ years old; 2019

Men

115,800,432

Women

14,854,153

Number of adult smokers in India is 130,654,584.

Youth Smoking Prevalence in India

10-14 years old; 2019

Boys

2.4%

Girls

1.5%

Youth smoking prevalence in India is 2%.

Adult Smokeless Tobacco Use in India

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

Both Men and Women

21%

Adult smokeless tobacco use prevalence in India is 21%.

Deaths Caused by Tobacco in India

% deaths attributable to tobacco use in 2019

Men

18.6%

Women

6.8%

13% of all deaths in India are caused by tobacco use.

Learn more about global **Prevalence, Youth Smoking and Deaths.**

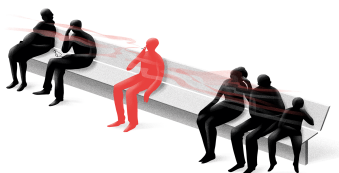
Negative Effect of Tobacco Use in India

Tobacco use harms both the public and fiscal health of India, threatening efforts to improve equity, alleviate poverty, and protect the environment.



Societal Harms

The economic cost of smoking India is 1,481,015,820,288 Indian rupees. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.



Harms Development

Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in India, a smoker must spend 13.78% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.



Environmental Harms

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 16,871 tons of butts wind up as toxic trash in India each year, equal to 4,820 female African elephants.



Harms Health Equity

The tobacco industry markets its products aggressively to lower-income populations and youth in India.



Harms NCDs

Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about **Health Effects.**

Impact of the Tobacco Supply Chain on India

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for India.



Tobacco Production

There were approximately 82 billion cigarettes produced in India in 2016.



Tobacco Growing

There were 804454 tons of tobacco produced in India in 2019 on 445993 hectares of quality agricultural land that could have been used to grow food.



Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 336 billion in 2019, about the same as Viet Nam's Gross National Income (GNI), 5x Ghana's GNI and 9x Paraguay's GNI.

Learn more about global **Growing** and **Product Sales**.

Ending the Tobacco Epidemic in India

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in India

Designated Smoke-Free Areas in India

Yes	Yes	Yes	Yes	Yes	No	No	Yes	N/A	Yes
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places	Funds for Enforcement

Availability of Cessation Services in India

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

National Quit Line
Yes

Learn more about best practices in **Cessation**.

Tobacco Packaging Regulations in India

Quality of Tobacco Packaging Regulation
None
Text warning label only
✓ **Graphic warning label only**
Plain Packaging with graphic warning label

% of Pack Covered
85%

Learn more about best practices in **Counter Marketing**.

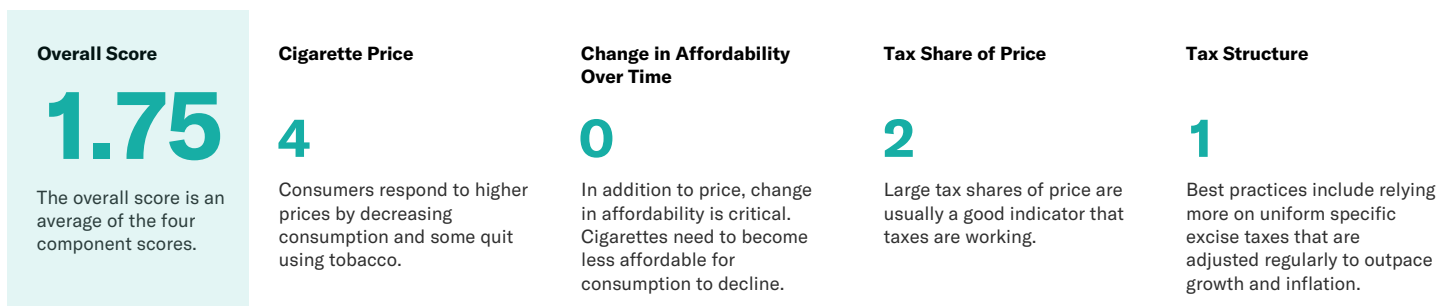
Tobacco Control Mass Media Campaigns in India

Ran a National Anti-Tobacco Campaign	Yes
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	No
Process Evaluation Was Used To Assess Implementation	No
Outcome Evaluation Was Used To Assess Effectiveness	No

Learn more about best practices in **Mass Media**.

Tobacco Tax Policies in India

Using evidence-based international recommendations/best practices, the Tobacco Economics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.



Learn more about the [Scorecard in India](#).

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in India

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

Direct Bans	6 out of 7 direct bans implemented	Indirect Bans	7 out of 10 indirect bans implemented
National TV and radio	Yes	Free distribution in mail or through other means	Yes
International TV and radio	Yes	Promotional discounts	Yes
International magazines and newspapers	Yes	Non-tobacco products identified with tobacco brand names	Yes
International magazines and newspapers	Yes	Brand name of non-tobacco products used for tobacco product	Yes
Billboard and outdoor advertising	Yes	Appearance in TV and/or films: tobacco brands (product placement)	Yes
Advertising at point of sale	No	Appearance in TV and/or films: tobacco products	Yes
Advertising on internet	Yes	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	N/A
		Complete ban on sponsorship	No
		Any form of contribution (financial or other support) to any event, activity or individual	No
		Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals	Yes

Ad Ban Compliance

50%