

F.No. P.16013/05/2018-TC
Government of India
Ministry of Health & Family Welfare
(Tobacco Control Section)

Nirman Bhawan, New Delhi-110011

Dated: 5th July, 2024

To

Smt. Smita Vats Sharma,
Chief Executive Officer
Films Division Complex, Phase- I Building
9th Floor, Dr. G. Deshmukh Marg
Mumbai - 400026

Subject: Rotation/Replacement of Anti-tobacco health spots in films and television programmes as mandated under Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Rules, 2004 - reg.

Madam,

I am directed to say that as per the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Amendment Rules, 2012, all films and TV programmes displaying tobacco products or their use, are required to display anti-tobacco health spots of minimum thirty seconds duration at the beginning and middle of the film / television programme. In this regard, Ministry of Health & Family Welfare has been providing anti-tobacco spots to Central Board of Film Certification (CBFC) for compliance of the mandated Rules.

2. Ministry of Health & Family Welfare has developed two new health spots in Hindi and English language viz. (i) "**MAIN BHI SUNITA**" and (ii) "**WHEN YOU QUIT**" and the same will be shared in the MOV format through e-mail. The remaining version of 15 regional languages of the same will be shared subsequently.

3. You are requested to rotate/replace the old health spots and display the new Health Spots in all films being certified by CBFC, as per the mandated Rules under COTPA, 2003. Also request to share these video spots with all Regional Centers of CBFC for ensuring compliance.

4. This issues with the approval of Competent Authority.

Yours faithfully

Signed by

Poonam Meena

(Dr. Poonam Meena)

Date: 05-07-2024 18:13:20

Deputy Secretary to the Government of India

Tel: 011-23062205

Copy to: Ms. Vrunda Manohar Desai, Joint Secretary (Films), Ministry of Information & Broadcasting, Shastri Bhawan, New Delhi 110001.