

OFFICE OF THE COMMISSIONER OF CUSTOMS
ICD, TKD, NEW DELHI

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C. No. VIII/ICD/Tech/PN/41/2012 Dated: 23/1/2012

238/102388
24-1-12

Public Notice No. 04 /2012

Sub: New Pictorial Health Warning - Implementation of the Cigarettes and other Tobacco Products (Packaging and Labelling) Rules, 2008 - reg.

Attention of the Exporters, Importers, Customs House Agents, Trade partners, Stake holders and all others agencies is invited to the Board's instructions dated 30.11.2011 issued vide F.No. 528/133/2011-STO (TU) on the above subject.

2. The Cigarettes and other Tobacco Products (Packaging and Labelling) Rules, 2008 Rules prescribe the manner in which the *specified health warning* shall be displayed on the tobacco product packs covering *all types* of tobacco products produced, supplied, imported and distributed in India. The Rules came into effect from 31st May, 2009.
3. A set of *new pictorial health warning* has been issued by the Ministry of Health & Family Welfare vide Notification G.S.R. No. 417 (E) dated 27th May, 2011 (copy enclosed) which shall come into force from 1st December, 2011. Accordingly, all the tobacco products manufactured / packaged / **imported** for sale in India have to bear the *new specified health warnings* as prescribed in the said Notification. A copy of the Rules is available on the Ministry's website: www.mohfw.nic.in under National Tobacco Control Programme.
4. The Board has instructed the Customs field formations dealing with clearance of these products to ensure strict compliance and implementation of the specified health warning on the cigarette and other tobacco products as per the Notification G.S.R. No. 417 (E) dated 27th May, 2011.
5. Difficulty, if any, faced should be brought to the notice of the undersigned.

B/c
M. S. Arora
(M. S. Arora)
Commissioner
24.1.2012

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