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PART II

Statutory Notifications (S. R. O.)

GOVERNMENT OF PAKISTAN
**MINISTRY OF NATIONAL HEALTH SERVICES,
REGULATIONS AND COORDINATION**

NOTIFICATION

Islamabad, the 30th January, 2020

S.R.O. 72(I)/2020.—In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non-Smokers Ordinance, 2002 (LXXIV of 2002) and in suppression of its previous notifications or orders on the issue, the Committee on Tobacco Advertisements Guidelines notified under Notification No. F. 10-14/2013-FCTC (Pt-1) dated 26th September, 2018 is pleased to prescribe following guidelines regarding tobacco advertisement, promotion and sponsorship namely:—

No tobacco or tobacco product advertisement, promotion and sponsorship shall be allowed,

- (a) in print media, including a newspaper, magazine, book, periodicals, or any printed publications, except as provided by the Federal Excise Rules 2005;

(203)

Price: Rs. 6.00.

- (b) in cinema or theatre, including mobile or mini cinema theatre;
- (c) on television or radio including cable television or closed circuit television;
- (d) through depiction of human or animal image or silhouette;
- (e) through a poster or painting or banner made out of paper, plastic, cloth or screen display or electronic display any other material or by any other mean, at point of sale- either inside or outside or any other place;
- (f) through branding on clothes or garments including caps and useable items;
- (g) through hard or soft on store board or fascia affixed or mobile, at point of sale-either inside or outside or any other place;
- (h) through out of home billboard, whether fixed or mobile at point of sale-either inside or outside or any other place;
- (i) through a poster or painting or by any other mean, at point of sale either inside or outside or any other place;
- (j) by display and visibility of tobacco products at, either inside or outside of a point of sale, including, mobile or fixed retail outlet and street vendor or any other place;
- (k) by direct targeting of individuals, through promotional or informational material, including direct mail (electronic, postal or otherwise), telemarketing, consumer surveys or research or third party marketing;
- (l) through payment or other contributions to retailers (free goods, gifts, giveaways, souvenirs, discounts, cash rebates, swapping or by any other means) to encourage or induce them to sell products, including retailer incentive programmes,
- (m) Through payment or other consideration in exchange for the exclusive sale or prominent display of a particular product or particular manufacturer's product in a retail outlet at a venue or at an event.

[No. F. 10-14/2013-FCTC (Pt-1).]

DR. ALLAH BAKHSH MALIK,
Secretary.