

Pakistan

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: Smoking is banned in indoor offices, restaurants, health-care and educational facilities and on public transportation in Pakistan. Enforcement on the ban on smoking is lax.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: Pakistan does not have a comprehensive ban on tobacco advertising and promotion.

HEALTH WARNINGS ON TOBACCO PACKAGES: Pakistan implemented pictorial warnings on cigarette packs on May 31, 2010. The new warnings cover 40% of both the front and back of cigarette packs. 30% of the warning is pictorial and 10% text.

TOBACCO TAXATION AND PRICES: A variety of tobacco products are used in Pakistan. Tax on tobacco products is high in comparison with other countries in the region but tax rates have remained steady in recent years and remain under internationally recommended levels. The vast majority (80%) of cigarettes are priced at the low end of the market.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS¹

Health-care facilities	Yes	Indoor offices	Yes ¹
Educational facilities, except universities	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes ¹
Governmental facilities	Yes ¹	Pubs and bars	—
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			No

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP

National TV and radio	No	Free distribution	Yes ³
International TV and radio	No	Promotional discounts	Yes ³
Local magazines/newspapers	No	Non-tobacco products with tobacco names	No
International magazines/newspapers	No	Non-tobacco brand used for tobacco product	No
Billboards and outdoor advertising	No	Appearance of tobacco products in TV and/or films	Yes
Point-of-sale	No	Sponsored events	Yes
Internet	No		

HEALTH WARNINGS ON TOBACCO PACKAGES

Law mandates specific warnings	Yes	Number of approved warnings	1 ²
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes
Warnings include a picture or graphic	Yes ²	Warnings are written in the principal language(s)	Yes
% of principal display areas covered (front and back)	40% ²	Warnings have mandated font style, font size and color	Yes ²
Front	40% ²	Ban on misleading descriptors	No
Back	40% ²		

TOBACCO TAXATION AND PRICE

PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*	
In currency reported by country	PKR	18.40	Total taxes	52%
In US\$ at official exchange rate	USD	0.23	Total excise (specific and ad valorem)	39%
			Value added tax (VAT)	14%

— Data not required/not applicable

* Individual categories of tax may not add to total due to rounding

Source: WHO Report on the Global Tobacco Epidemic 2009 available from: <http://who.int/tobacco>

¹ On 10 July 2009, the federal Minister for Health formally withdrew the Statutory Regulatory Order from September 2008 which permitted designated smoking areas in public places.

² Government of Pakistan, Ministry of Health, Notification S.R.O. 86 (KE)/2009

³ Government of Pakistan, Ministry of Health, Notification S.R.O. 53 (KE)/2009

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