

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's ban on tobacco advertising and promotion is not comprehensive. Print advertising is prohibited, except for advertisements less than one square inch within publications not intended for youth. TV and radio advertising is permitted between 3:00am-4:00am only. Most other forms of advertising and promotion are allowed. Although financial or other sponsorship by the tobacco industry is not prohibited, publicity of the sponsorship of events is prohibited.

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 BANS			
Health-care facilities	Yes	Indoor offices	Yes
Educational facilities, except universities	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	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
International TV and radio	No	Promotional discounts	Yes
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
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes
Warnings include a picture or graphic	Yes	Warnings are written in the principal language(s)	Yes
% of principal display areas covered (front and back)	40%	Warnings have mandated font style, font size and color	Yes
Front	40%	Ban on misleading descriptors	No
Back	40%		

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	28.10	Total taxes	62%
In US\$ at official exchange rate	USD	0.33	Total excise (specific and ad valorem)	48%
			Value added tax (VAT)	15%

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

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>