Ban on advertisement

- Less than 75% of the Parties to the Convention have banned SLT advertisement in different media (Fig. 1).
- Over two third of Parties (72%) have banned advertisement on National TV and Radio.
- Over 60% of the Parties have not banned advertisement at point of sale.

![Figure 1: Percentage of Parties Banning SLT Advertisements in Different Media](image1)

Ban on promotion and sponsorship

- Less than 65% of the Parties have banned promotion and sponsorship of SLT in different media (Fig. 2).
- Nearly 62% have banned appearance of brands of SLT in films and TV.
- Appearance of SLT products in TV and films has been banned by only 20% Parties.

![Figure 2: Percentage of Parties Banning Promotion and Sponsorship](image2)


Fact sheet 2017
Exposure to SLT advertisement and promotion

Advertisement and promotion of SLT products varies in different parts of the world. Multinational SLT producers invest a lot on advertisement and promotions. In African Region, advertisement is done mostly by cottage industry in the local areas.

![Graph showing percentage of adults who noticed any advertisement, promotion or both](image)

**Fig. 3: Percentage of Adults who Noticed Any Advertisement, Promotion or Both: Findings from GATS, India, 2009-2010**

**SLT advertisement and promotion in India**

- Exposure to advertisement and promotion of SLT is higher than that for bids and cigarettes among adults in India (Fig. 3).
- In India, adults are exposed to SLT advertisement and promotion through various means (Fig. 4).
- Highest exposure to SLT advertisement is at the point of sale in India. Promotion is mostly through objects with brand logo of SLT products (Fig. 4).
- Exposure to SLT advertisement at point of sale and at other places has decreased in India between 2010 and 2016 (Fig. 5).

![Graph showing percentage of adults exposed to SLT advertisement and promotion](image)

**Fig. 5: Percentage of Adults Exposed to SLT Advertisement and Promotion in India by Year: Findings from GATS, India, 2010 and 2016**

**Fig. 4: Percentage of Adults Exposed to SLT Advertisements and Promotions by Places and Means: Findings from GATS, India, 2009-10**