

# Maldives

## Tobacco Control Policies

The Maldives became a Party to the WHO Framework Convention on Tobacco Control on February 27, 2005.

**Smoke Free Places:** The law prohibits smoking in most workplaces and public places. The law permits smoking in designated smoking areas in non-air-conditioned teashops, restaurants, cafés and other food and beverage outlets. The law prohibits smoking in public transport vehicles or vessels and public transport facilities.

**Tobacco Advertising, Promotion and Sponsorship:** The law prohibits most forms of advertising and promotion of tobacco products. However, the law permits product display so long as it cannot be seen from outside the point of sale and some forms of brand stretching and reverse brand stretching. All forms of tobacco sponsorship are prohibited.

**Tobacco Packaging and Labeling:** The law requires a pictorial health warning covering 90 percent of the front and back or largest two sides of the pack. The law notes that where more than one warning for that product is required, the warning should be rotated once every 12 months. Misleading packaging and labeling, including terms such as "light" and "mild" and other signs, is prohibited.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in the Maldives are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	No
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	No
Governmental facilities	Yes	Bars and Pubs	No
Can subnational jurisdictions enact more stringent smoking restrictions?	No		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	Yes
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	No	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	1
Warnings include a picture or graphic	Yes	Warnings required to rotate	Uncertain
% of principal display areas covered (front and back)	90%	Warnings are written in the principal language(s)	Yes
Front	90%	Ban on misleading packaging and labeling	Yes
Back	90%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	100.00 MVR	Total taxes	66%
In US dollars	6.49 USD	Total excise	0%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

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