

# Pakistan

## Tobacco Control Policies

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

**Smoke Free Places:** Smoking is prohibited in all places of public work or use, and on all public transport. Smoking is permitted in hotel guest rooms. With respect to outdoor areas, smoking is prohibited in outdoor waiting areas for buses and trains. Sub-national jurisdictions may enact smoke free laws that are more stringent than the national law.

**Tobacco Advertising, Promotion and Sponsorship:** Many forms of tobacco advertising and promotion are prohibited, including advertising on domestic TV, radio, print media, billboards, point of sale advertising and product display, direct targeting of individuals, and retailer incentive programs. Most other forms of advertising and promotion are allowed. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

**Tobacco Packaging and Labeling:** The Ministry of Health has issued one warning containing both a picture and text that must be placed on all cigarette packs. The warning must occupy 60 percent of the pack and be placed on the front top of the pack in Urdu and on the back top of the pack in English. (The increases in size announced in SRO 127(E)/2017 (to 50 percent and, subsequently, 60 percent) replace the 2015 notification (SRO 22(KE)/2015) that would have increased the size to 85 percent of packaging. This notification, however, was delayed several times and, ultimately, never implemented.) Health warnings are not required on smokeless tobacco products.

**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 Pakistan are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	--
Can subnational jurisdictions enact more stringent smoking restrictions?	Yes		
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	Yes	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	Required
% of principal display areas covered (front and back)	60%	Warnings are written in the principal language(s)	Yes
Front	60%	Ban on misleading packaging and labeling	Yes
Back	60%	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	80.00 PKR	Total taxes	61%
In US dollars	0.48 USD	Total excise	41%

Sources:

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