

Regulation banning the advertisement of tobacco in the Maldives, 1998
(Unofficial Translation)

General provisions

1. The sale, distribution and handed as tokens in the intention of advertising of any material manufactured in the intention of advertising tobacco and/or tobacco products is banned in the Maldives under this regulation.
2. A tobacco company or a specialist tobacco dealer is banned from the participation in the intention of advertising tobacco and/or the sponsorship of any event held in the Maldives.
3. The award of any tobacco products for winners or as any other award in sports is banned under this regulation.
4. The distribution as free tokens or sale of any paraphernalia in the intention of promoting a tobacco business is banned. In addition to this the distribution of any other products as a prize for buying quantities of tobacco in the form of a lottery or any other form is also banned under this regulation.

Consideration of Advertisement

5. Any written material, photos, banners or calendars and so forth that represent a cigarette or any other tobacco product will be considered as advertisements.
6. Any material that is made using a cigarette or tobacco brand name or made in the form of such a product will be considered as advertisements. Such items include pens, key tags, stationery, clothes, jewellery and umbrellas and toys and any other such product. The possession of less than 3 items of such product for personal use will not be considered as advertisements.
7. With the exception of creating general awareness and education on the harmful effects of tobacco, the use of photos, text and paintings of any form relating to tobacco is considered as advertisements. In this regard, the portrayal of smoking, cigarettes and other tobacco products will also be considered as advertisement.
8. The possession and distribution international publications, magazines and books with advertisements and/or pictures are not considered as advertisements.
9. Portrayals of smoking scenes in the movies are not considered as advertisements under this regulation.
10. Paraphernalia such as pens, tie pins, belts, clothes, jewellery, and so forth manufactured with a tobacco logo are not considered as advertisements. For example pens, tie pins, belts, clothes, jewellery, and so forth produced by Dunhill Company used for personal purposes will not be banned under this regulation. Only cigarettes and other items manufactured for the purposes of promotion on the business will however be considered advertisements.

Penalty for Breach of Regulation

11. The following penalties will be administered towards any Party who are in breach of this regulation.
 - a. Fined with a sum between Rf 500/- to Rf 5000/-
 - b. The Party will be sued for the breach.

13 August 1998