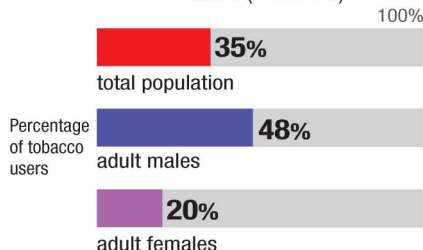


INDIA

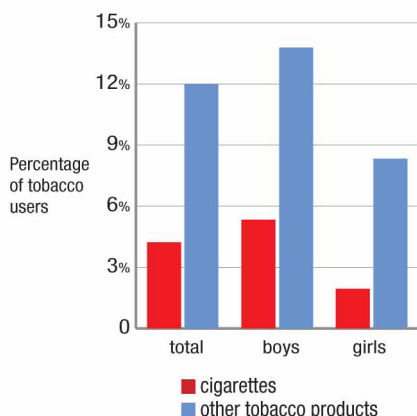
TOBACCO BURDEN FACTS

Ratified the Framework Convention on Tobacco Control on February 5, 2004.

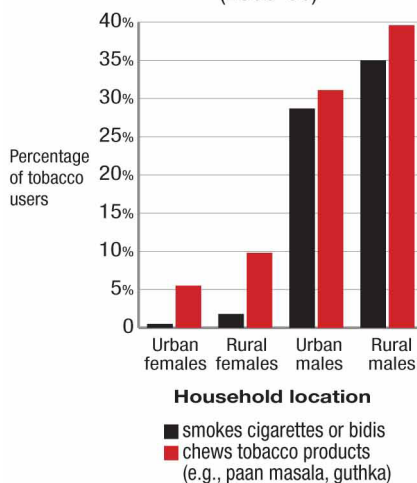
Prevalence of tobacco use in India (2009-10)²



Tobacco use among youth (age 13-15) in India (2006)³



Tobacco use among males and females (age 15-49) in India (2005-06)²



CONSUMPTION

Tobacco use is rising in India.

- There are almost 275 million tobacco users in India.¹
- Among adults (age 15+), over one-third (35%) of the population use tobacco products, with 48% of males and 20% of females using some form of tobacco.²
- Among youth (age 13-15), 4% smoke cigarettes (boys 5%; girls 2%).³
- Almost 12% of youth use other types of tobacco products (boys 14%; girls 8.5%).⁴
- Bidis are the most popular tobacco product used. Bidis comprise 48% of the tobacco market, chewing tobacco 38% and cigarettes 14%.⁵

HEALTH CONSEQUENCES

Tobacco use is deadly. Smoking kills up to half of all lifetime users.⁶

- Each year tobacco use kills about 1 million Indians.⁷
- Bidi and cigarette smokers die 6 to 10 years earlier than their non-smoking counterparts.⁸
- If current trends continue tobacco will account for 13% of all deaths by 2020.⁹
- 27% of youth (age 13-15) are exposed to secondhand smoke at home, while 40% of youth are exposed to secondhand smoke in public places.¹⁰

COSTS TO SOCIETY

Tobacco exacts a high cost on society.

- The total cost of tobacco use in 2004 was estimated at 1.7 billion USD — not including premature mortality costs.¹¹
- In 2004, direct healthcare costs attributable to tobacco reached 1.2 billion USD, 4.7% of India's total national healthcare expenditure.¹²
- In 2004, approximately 411 million USD was lost in income due to tobacco-related work absenteeism.¹³
- Smoking also results in costs associated with fire damage and damage to the environment from the manufacturing and packaging of tobacco products.

1,2. Global adult tobacco survey (GATS): India. World Health Organization; 2009-2010. 3,4. CDC Global Youth Tobacco Survey (GYTS) [database on the Internet]. India - National 2006. Atlanta: Centers for Disease Control and Prevention. c2009 [cited 2009 July 21]. Available from: http://apps.nccd.cdc.gov/OSH_GTSS/default/Default.aspx. 5. Sunley EM. India: The Tax Treatment of Bidis. New Delhi: Regional Office of the International Union Against Tuberculosis and Lung Disease; 2008. 6. Mackay J, Eriksen M, Shafey O. The Tobacco Atlas. 2nd ed. Atlanta: American Cancer Society; 2006. 7,8. Jha P, Jacob B, Gajalakshmi V, Gupta P, Dhingra N, Kumar R, et al. A Nationally Representative Case-Control Study of Smoking and Death in India. The New England Journal of Medicine. 2008;358:1-11. 9. Shimkhada R, Peabody JW. Tobacco Control in India. Bulletin of the World Health Organization. 2003;81:48-52. 10. CDC GYTS, 2009. 11-13. John RM, Sung HY, Max W. Economic Cost of Tobacco Use in India, 2004. Tobacco Control. 2009 Apr;18(2):138-43.