

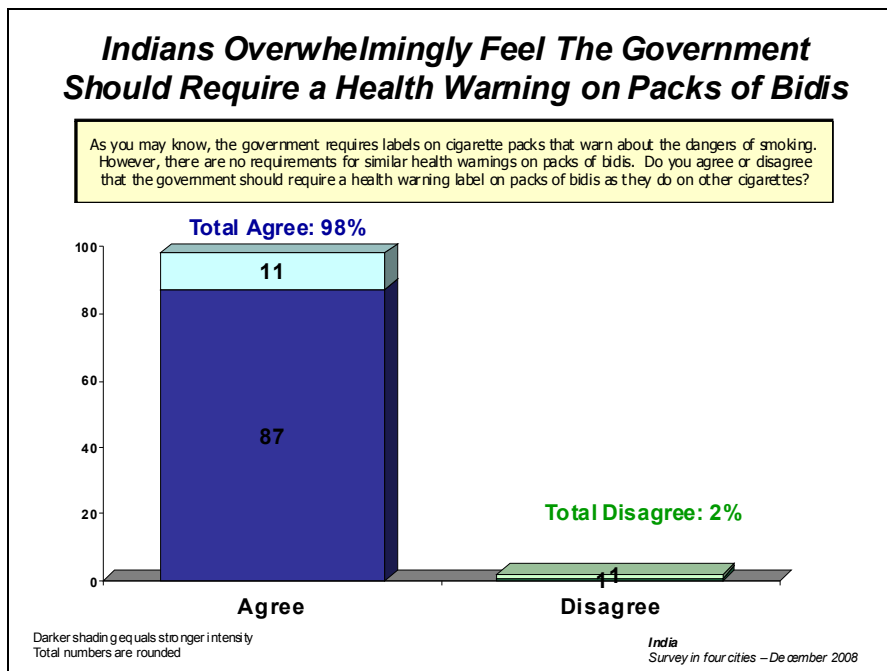
Opinion Poll in India: Survey Results

A Summary

An opinion poll survey commissioned by Healix Sekhsaria Institute for Public Health, Mumbai and Voluntary Health Association of India, Delhi and conducted by Synovate's Global Omnibus, in four metropolitan cities of India revealed an overwhelming support of Indians for large pictorial health warnings on tobacco products particularly in bidi packets.

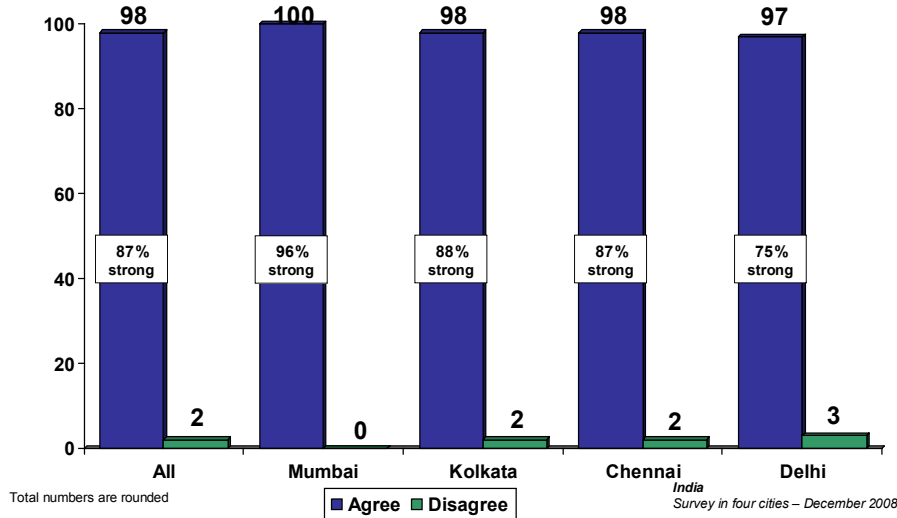
Methodology: The interviews were conducted in the four metropolitan cities in India. A randomly selected sample of 1026 respondents between the age group of 15-64 was interviewed in person between December 8 and December 23, 2008. These interviews were distributed evenly in the four cities: Delhi (262), Mumbai (254), Chennai (258) and Kolkata (252). The interviews were evenly distributed between male and female respondents. Majority of the respondents belonged to the lower and middle income groups.

RESULTS: The survey results show that there is a near universal support for stronger warning labels on all tobacco productions, including implementing warning labels on bidi packets. Further, majority of them agree that the government should mandate health warnings on bidi packets which is necessary for informing the consumers about the dangers of smoking as they do on cigarette packs. There is overwhelming support (98%) for the government requiring health warning labels on packs of bidis as they do on other cigarettes. Support for the warning labels is strong in each city, with a large majority of those interviewed in Delhi (97%), Mumbai (100%), Chennai (98%), and Kolkata (98%) agreeing that the government should require a health warning label on packs of bidis.



Support For Warning Labels on Bidis Spans All Cities

As you may know, the government requires labels on cigarette packs that warn about the dangers of smoking. However, there are no requirements for similar health warnings on packs of bidis. Do you agree or disagree that the government should require a health warning label on packs of bidis as they do on other cigarettes?

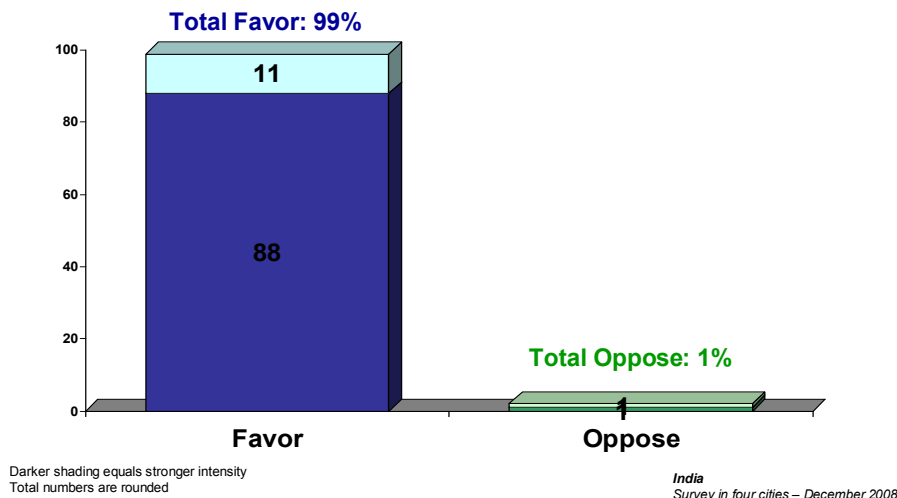


Support for Strengthened Health Warnings on All Tobacco Products

There is near-universal support (99%) for the government action to improve the health warning labels on tobacco products (requiring them to be larger and include pictures to better communicate the dangers of tobacco use).

Indians Surveyed Universally Support Government Action To Strengthen Health Warnings on Tobacco Products

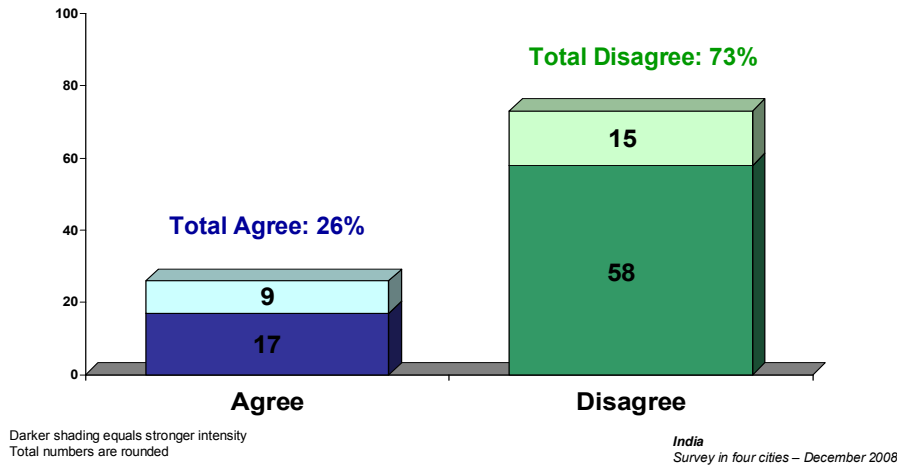
The government recently took action to improve the health warning labels on tobacco products, requiring them to be larger and include pictures to better communicate the dangers of tobacco use. Do you favor or oppose this action to strengthen the health warnings that appear on tobacco products?



Nearly three out of four Indians surveyed (73%) disagreed with the decision to delay the stronger health warnings on tobacco products

Nearly Three out of Four Indians Surveyed Disagree With The Decision To Delay Stronger Warnings on Tobacco Products

The government has delayed the implementation of the new stronger warning labels. Instead of appearing at the end of November, the new labels will not appear until June of 2009. Do you agree or disagree with the decision to delay the stronger health warnings on tobacco products?



Conclusion: The overall results reflect immense support for strong pictorial health warnings which should be implemented immediately on all tobacco products without any further delay.