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PART II

Statutory Notifications (S. R. O.)

GOVERNMENT OF PAKISTAN

MINISTRY OF NATIONAL HEALTH SERVICES,  
REGULATIONS AND COORDINATION

NOTIFICATION

*Islamabad, the 31st December, 2013*

**S. R. O. 1086 (I)/2013.**—In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002) and in suppression of its previous notifications or orders related to subjects herein below, the Committee on Tobacco Advertisement Guidelines notified under S.R.O. 1005(I)/2013 dated 21st November 2013 is pleased to prescribe following guidelines regarding tobacco and tobacco product advertisements namely:—

1. No tobacco or tobacco product advertisement shall be allowed,
  - (a) in print media, including a newspaper, magazine, book, periodical, or any such printed publication, except as provided by the Federal Excise Rules 2005;

(3449)

- (b) in cinema or theater, including mobile or mini cinema or theater;
- (c) on television or radio, including cable television or closed circuit television network;
- (d) through depiction of a human or animal image or silhouette;
- (e) through branding on clothes or garments, including caps;
- (f) through a poster or banner made out of paper, plastic, cloth, or any other material, affixed outside a shop, kiosk, or mobile trolley;
- (g) through a hard or soft on-store board or fascia affixed outside a shop, kiosk, or mobile trolley; and
- (h) through out of home billboard, whether fixed or mobile.

2. The above Guidelines shall come in force with effect from 31st May 2014.

[F. No. 28/NHSR&C/HEA/2013.]

MUHAMMAD AZAM GAKHAR,  
Section Officer (Admin).