

Don't promote e-cigarettes, I&B Ministry tells media

The Hindu

The Information & Broadcasting Ministry on Tuesday warned the print media, TV channels, OTT (over-the-top) platforms and digital media against directly or indirectly promoting electronic cigarettes. "It has been brought to the notice by the Ministry of Health and Family Welfare that in a recently organised Business Summit in New Delhi by a prominent media house, the forum was apparently used to promote electronic cigarettes," said the order. It was in violation of Section 4 of the Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019, it said.