


### GYTS Objectives

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global standard for systematically monitoring youth tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GYTS is a cross-sectional, nationally representative school-based survey of students in grades associated with ages 13 to 15 years. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC:



**mpower**

- Monitor tobacco use & prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, & sponsorship
- Raise taxes on tobacco

### GYTS Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The classes within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that countries can adapt to measure and track key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media messages and advertisements, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using paper sheets, it is anonymous to ensure confidentiality.

In Jharkhand, the GYTS-4 was conducted in 2019 as part of national survey by the International Institute for Population Sciences (IIPS) under the Ministry of Health and Family Welfare (MoHFW). The overall response rate for Jharkhand was 100.0%. A total of 4,010 students from 32 schools (Public-14; Private-16) participated in the survey. Of which, 3,339 students aged 13-15 years were considered for reporting.

### GYTS-4 Highlights

#### TOBACCO USE

- 5.1% of students – 7.0% of boys and 3.3% of girls – currently used any tobacco products.
- 3.6% of students – 5.2% of boys and 2.2% of girls – currently smoked tobacco.
- 1.1% of students – 1.3% of boys and .8% of girls – currently smoked cigarette.
- 1.7% of students – 2.3% of boys and 1.2% of girls – currently smoked *bidi*.
- 7.5% of students – 6.0% of boys and 8.9% of girls – currently used smokeless tobacco.

#### CESSATION

- 17% of students – 15% of boys and 21% of girls – tried to quit smoking in the past 12 months.
- 22% of current smokers wanted to quit smoking now.
- 23% of current users of smokeless tobacco tried to quit using in past 12 months.
- 21% of current users of smokeless tobacco wanted to quit now.

#### SECONDHAND SMOKE

- 6.8% of students were exposed to tobacco smoke at home
- 18% of students were exposed to tobacco smoke inside enclosed public places.

#### ACCESS & AVAILABILITY

- 66% of current cigarette smokers and 46% of current *bidi* smokers bought cigarettes/*bidis* from a store, *paan* shop, street vendor or vending machine.
- Among the current smokers who bought cigarette/*bidi*, 25% of cigarette smokers and 21% of *bidi* smokers were not refused because of their age.

#### MEDIA

- 48% of students noticed anti-tobacco messages in the mass media.
- 15% of students noticed tobacco advertisements or promotions when visiting points of sale.

#### KNOWLEDGE & ATTITUDES

- 62% of students thought other people's cigarette smoking is harmful to them.
- 49% of students favoured ban on smoking inside enclosed public places.

#### SCHOOL POLICY

- 91% of school heads – 89% in rural and 100% in urban schools – were aware of COTPA, 2003.
- 91% of school heads – 89% in rural and 100% in urban schools – were aware of the policy to display 'tobacco-free school' board.



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TOBACCO USE	Boys (%)	Girls (%)	Rural (%)	Urban (%)	Total (%)
<b>Any tobacco use<sup>1</sup> (smoked and/or smokeless)</b>					
a. Ever tobacco users <sup>2</sup>	21.3	27.6	27.0	10.6	24.6
b. Current tobacco users <sup>3</sup>	7.0	3.3	5.6	2.4	5.1
<b>Smoking tobacco<sup>4</sup></b>					
a. Ever tobacco smokers	10.5	7.7	9.8	4.3	9.0
b. Current tobacco smokers	5.2	2.2	3.9	2.1	3.6
<b>Cigarette</b>					
a. Ever cigarette users	4.7	2.8	3.9	2.4	3.7
b. Current cigarette users	1.3	0.8	1.1	0.8	1.1
<b>Bidi</b>					
a. Ever <i>bidi</i> users	5.2	3.8	5.0	1.5	4.5
b. Current <i>bidi</i> users	2.3	1.2	1.8	1.1	1.7
<b>Smokeless tobacco</b>					
a. Ever smokeless tobacco users	16.2	23.8	22.2	7.9	20.1
b. Current smokeless tobacco users	4.1	1.5	3.1	0.6	2.7
c. Ever users of <i>paan masala</i> <sup>5</sup> together with tobacco	6.0	8.9	8.5	1.5	7.5
<b>Susceptibility</b>					
a. Never cigarette smokers susceptible to cigarette use in future <sup>6</sup>	4.9	7.4	6.5	4.5	6.2
<b>Median age of initiation (in years)</b>					
a. Cigarette	11.7	9.0	9.8	12.0	10.4
b. <i>Bidi</i>	11.5	7.2	10.2	9.5	10.0
c. Smokeless tobacco	10.2	<7	7.2	9.3	7.4
<b>ELECTRONIC CIGARETTE<sup>7</sup></b>					
a. Awareness about e-cigarette	30.2	32.4	31.5	30.9	31.4
b. Ever e-cigarette use	4.2	3.1	3.7	2.6	3.6
<b>CESSATION</b>					
<b>Smoking tobacco</b>					
a. Ever tobacco smokers who quit in last 12 months <sup>8</sup>	14.7	6.7	11.2	10.1	11.1
b. Current tobacco smokers who tried to quit smoking in the past 12 months <sup>9</sup>	15.3	20.9	15.9	29.3	17.1
c. Current tobacco smokers who wanted to quit smoking now <sup>9</sup>	19.6	26.1	19.9	41.0	21.7
<b>Smokeless tobacco</b>					
a. Ever smokeless tobacco users who quit in last 12 months <sup>8</sup>	10.7	3.5	6.3	6.5	6.3
b. Current smokeless tobacco users who tried to quit tobacco in the past 12 months <sup>9</sup>	30.4	4.7	23.6	6.3	23.0
c. Current smokeless tobacco users who wanted to quit tobacco now <sup>9</sup>	24.4	10.8	20.9	8.3	20.5
<b>SECONDHAND SMOKE (SHS)<sup>10</sup></b>					
a. Exposure to tobacco smoke at home/public place	19.4	26.6	21.8	31.1	23.2
b. Exposure to tobacco smoke at home	4.5	8.8	7.4	3.1	6.8
c. Exposure to tobacco smoke inside any enclosed public places <sup>11</sup>	14.9	19.9	17.3	18.5	17.5
d. Exposure to tobacco smoke at any outdoor public places <sup>12</sup>	16.3	22.9	18.5	26.8	19.7
e. Students who saw anyone smoking inside the school building or outside school property	17.4	25.9	21.6	23.4	21.8

Notes: 1. Use of any form of tobacco, i.e. smoking, smokeless, and any other form of tobacco products; 2. Ever tried or experimented any form of tobacco even once; 3. Use of any form of tobacco in past 30 days; 4. Includes other form of smoking products in addition to cigarette and *bidi* such as *hookah*, cigars, cheroots, cigarillos, water pipe, *chillum*, *chutta*, *dhumti*; 5. Use of *paan masala* together with tobacco was asked directly as one of the categories of smokeless tobacco; 6. Susceptibility to future cigarette use includes those who answered "yes", or "maybe" to using tobacco products if one of their best friends offered it to them; 7. E-cigarette is part of Electronic Nicotine Delivery System (ENDS) and includes like devices and other emerging products; 8. Stopped using tobacco in past 12 months; 9. Refers to current tobacco users only; 10. Secondhand smoking or passive smoking refers to exposure to other people's smoking in past 7 days; 11. Refers to schools, hostels, shops, restaurants, movie theatres, public conveyances, gyms, sports arenas, airports, auditorium, hospital building, railway waiting room, public toilets, public offices, educational institutions, libraries, etc.; 12. Refers to playgrounds, sidewalks, entrances to buildings, parks, beaches, bus stops, market places, etc.; #. the value 0.0 represent prevalence of less than 0.05.

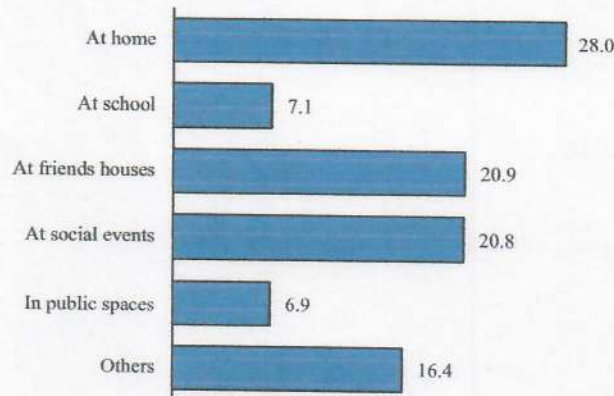


<b>ACCESS AND AVAILABILITY</b>	<b>Boys (%)</b>	<b>Girls (%)</b>	<b>Rural (%)</b>	<b>Urban (%)</b>	<b>Total (%)</b>
<b>Major source of tobacco products<sup>13</sup></b>					
a. Cigarette: Store	35.9	15.0	24.3	79.6	28.7
b. Cigarette: <i>Paan</i> shop	25.7	33.3	30.3	5.2	28.3
c. <i>Bidi</i> : <i>Paan</i> shop	36.4	30.7	37.2	0.0	34.2
d. <i>Bidi</i> : Store	28.9	26.7	26.4	45.9	28.0
e. Smokeless tobacco: Store	33.7	49.0	37.9	24.2	37.5
f. Smokeless tobacco: Street vendor	36.7	0.0	28.6	0.0	27.7
g. Current cigarette smokers who bought cigarettes from a store, <i>paan</i> shop, street vendor, or vending machine	70.0	60.9	67.7	55.3	66.4
h. Current <i>bidi</i> smokers who bought <i>bidi</i> from a store, <i>paan</i> shop or street vendor	48.0	43.6	48.6	24.5	46.4
<b>Refused sale because of age in past 30 days</b>					
a. Refused sale of cigarette	69.9	82.2	71.6	94.5	74.8
b. Refused sale of me <i>bidi</i>	91.6	64.6	85.8	4.6	79.5
c. Refused sale of smokeless tobacco	67.8	70.8	67.8	87.6	68.4
<b>Bought cigarette/<i>bidi</i> as individual sticks in past 30 days</b>					
a. Cigarette	33.2	35.5	32.3	53.6	34.0
b. <i>Bidi</i>	22.4	16.2	18.1	41.5	20.0
<b>MEDIA AND ANTI-TOBACCO MESSAGES</b>					
<b>Anti-tobacco advertising in past 30 days</b>					
a. Students who noticed anti-tobacco messages anywhere <sup>14</sup>	61.1	66.3	60.4	83.9	63.8
b. Students who noticed anti-tobacco messages in the mass media <sup>15</sup>	43.5	52.1	44.6	68.1	48.0
c. Students who noticed anti-tobacco messages at sporting, fairs, concerts, community events or social gatherings <sup>16</sup>	29.5	36.9	31.5	44.6	33.3
d. Students who noticed health warnings on any tobacco product/cigarette packages	21.7	18.2	19.6	21.1	19.9
<b>Tobacco advertising in past 30 days</b>					
a. Students who saw tobacco advertisements anywhere <sup>17</sup>	41.7	39.4	37.3	59.3	40.5
b. Students who saw anyone using tobacco on mass media <sup>15</sup>	30.7	29.4	26.1	52.9	30.0
c. Students who noticed cigarette advertisements/promotions at point of sale <sup>18</sup>	16.1	14.3	15.0	16.2	15.2
<b>Anti-tobacco message</b>					
a. Students who were taught in class about harmful effects of tobacco use during past 12 months	36.1	36.1	34.6	45.4	36.1
<b>KNOWLEDGE AND ATTITUDE</b>					
a. Students who thought it is difficult to quit once someone starts smoking tobacco	20.1	20.9	17.3	39.4	20.5
b. Students who thought other people's tobacco smoking is harmful to them	60.4	63.8	58.2	85.5	62.1
c. Students who favoured ban on smoking inside enclosed public places	49.5	49.4	44.0	81.5	49.4
d. Students who favoured ban on smoking at outdoor public places	54.5	50.3	47.3	81.6	52.3
<b>SCHOOL POLICY ON TOBACCO USE<sup>19</sup></b>					
a. School heads aware of COTPA <sup>20</sup> , 2003			88.5	100.0	90.6
b. Schools authorized by the state government to collect fine for violation under Section-6 of the COTPA, 2003			42.3	50.0	43.8
c. Schools followed 'tobacco-free school' guidelines			96.2	83.3	93.8
d. Schools aware of the policy for displaying 'tobacco-free school' board			88.5	100.0	90.6

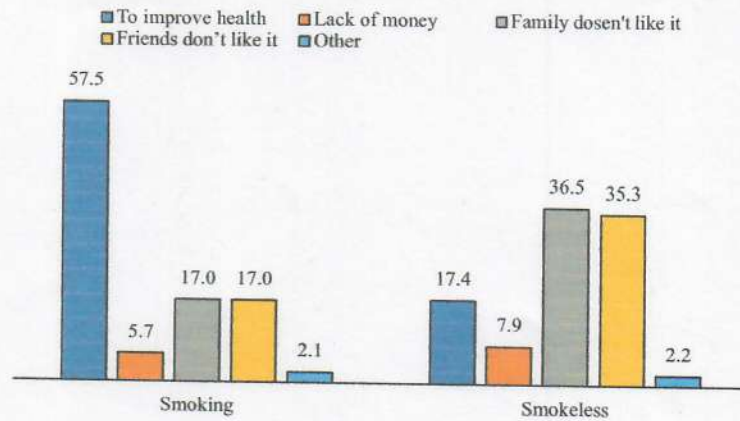
**Notes:** 13. Refers to source of obtaining tobacco products by current users at the time of last use in past 30 days and the two major sources are given here, therefore, these two figures may not add upto 100% as there are other sources; 14. Includes any form of mass media, fairs, concerts, sporting, community events or social gatherings, tobacco products packages and taught in class; 15. Mass media includes television, radio, internet, billboards, posters, newspapers, magazines, movies, etc.; 16. Social events include sports events, fairs, concerts, community events, social gatherings etc.; 17. Includes any form of media or point of sale; 18. Point of Sale includes any stores, grocery shops, *paan* shops etc.; 19. Unit of analysis is the school (unweighted); 20. Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.



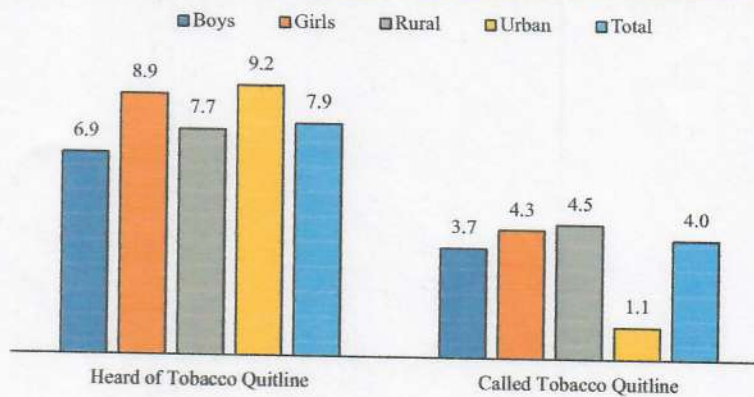
Places of usual smoking (%)



Reasons for quitting tobacco (%)

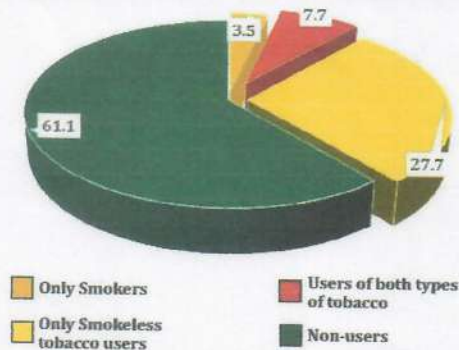


Ever used or ever heard about Tobacco Quitline (%)





### Percent distribution of adults by tobacco use, Jharkhand 2016-17

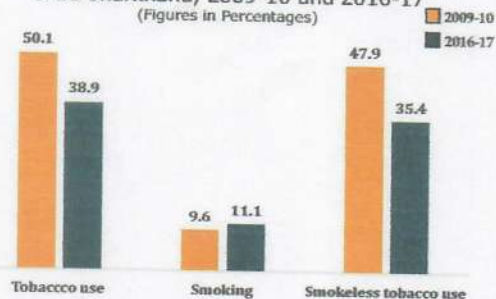


### About GATS

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GATS is a household survey of persons 15 years of age and older conducted in all 30 states of India and two Union Territories. The first round of GATS was conducted between June 2009 and January 2010. The second round of GATS was conducted between August 2016 to February 2017 by Tata Institute of Social Sciences (TISS), Mumbai for Ministry of Health & Family Welfare (MoHFW), Government of India. A multi-stage sample design was used for both rounds of GATS. From each of the sampled households, one household member 15 years of age and older was randomly selected for individual interview. In Jharkhand, a total of 944 males and 998 females were interviewed during October - November 2016.

Prevalence of current tobacco use, GATS Jharkhand, 2009-10 and 2016-17 (Figures in Percentages)



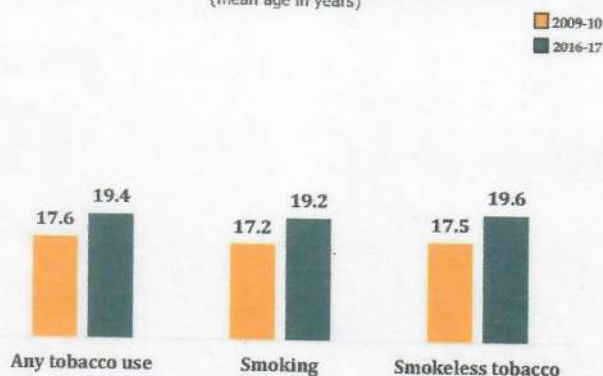
### GATS 2 Highlights

- 20.3% of men, 1.6% of women and 11.1% of all adults currently smoke tobacco.
- 54.1% of men, 15.7% of women and 35.4% of all adults currently use smokeless tobacco.
- 59.7% of men, 17.0% of women and 38.9% of all adults either smoke tobacco and/or use smokeless tobacco.
- From GATS 1 to GATS 2, the prevalence of smoking has increased by 1.5 percentage points, however, the increase is not significant. The prevalence of smokeless tobacco has significantly decreased by 12.5 percentage points. The prevalence of any tobacco use has significantly decreased by 11.2 percentage points from 50.1% in GATS 1 to 38.9% in GATS 2.
- *Khaini* and *gutka* are the two most commonly used tobacco products; 26.6% and 8.3% of adults use *khaini* and *gutka* respectively.
- The prevalence of tobacco use among persons aged 15-17 has decreased from 16.7% in GATS 1 to 10.6% in GATS 2.
- The mean age at initiation of tobacco use has increased from 17.6 years in GATS 1 to 19.4 years in GATS 2.
- 25.8% of smokers were advised by a health care provider to quit smoking and 19.5% of smokeless tobacco users were advised by a health care provider to quit smokeless tobacco use.
- 34.0% of all adults who worked indoors were exposed to second-hand smoke at their workplace.
- 22.5% of all adults were exposed to second-hand smoke at any public place<sup>7</sup>.
- 51.0% of cigarette smokers and 8.6% of *bidi* smokers thought of quitting smoking because of warning label. 26.6% of smokeless tobacco users thought of quitting smokeless tobacco use because of warning label.

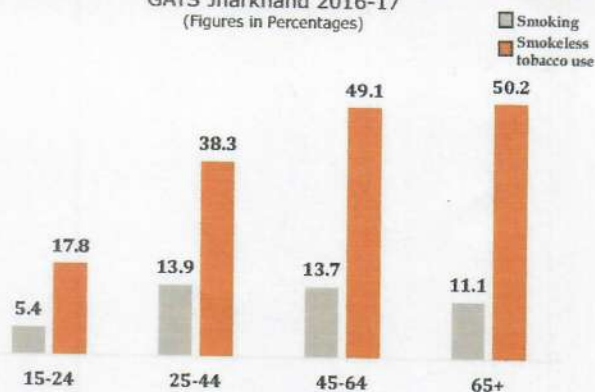




Age at initiation of tobacco use, smoking and smokeless tobacco use, GATS Jharkhand, 2009-10 and 2016-17 (mean age in years)



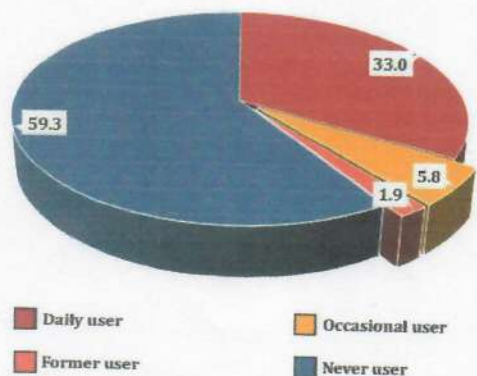
Prevalence of smoking and smokeless tobacco use by age group, GATS Jharkhand 2016-17 (Figures in Percentages)



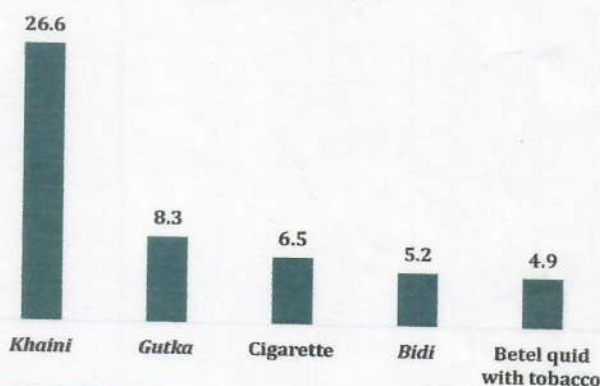
### KEY INDICATORS - GATS 2

TOBACCO USE	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
<b>Tobacco Smokers</b>						
Current tobacco smokers	20.3	1.6	11.4	11.1	11.1	9.6
Daily tobacco smokers	9.8	1.1	5.4	5.7	5.6	2.7
Current cigarette smokers <sup>†</sup>	12.7	0.0	8.8	5.7	6.5	6.8
Current <i>bidi</i> smokers	9.1	1.1	2.8	6.1	5.2	4.1
<b>Smokeless Tobacco Users</b>						
Current smokeless tobacco users	54.1	15.7	29.2	37.7	35.4	47.9
Daily smokeless tobacco users	48.5	12.7	26.3	32.8	31.0	40.7
Current 'betel quid with tobacco' users	8.4	1.2	5.2	4.8	4.9	5.2
Current <i>khaini</i> users	44.3	7.9	21.8	28.3	26.6	32.6
Current <i>gutka</i> users	15.5	0.6	6.6	8.9	8.3	9.7
Current 'oral tobacco application' users	3.3	5.8	3.7	4.9	4.5	7.9
Current 'pan masala with tobacco' users	2.0	0.1	1.5	0.9	1.1	NA
<b>Tobacco Users</b>						
Current tobacco users (smoked and/or smokeless)	59.7	17.0	33.0	41.0	38.9	50.1
Current dual tobacco users (smoked and smokeless)	14.7	0.3	7.6	7.7	7.7	7.5

Percent distribution of adults by tobacco use status, GATS Jharkhand 2016-17



Prevalence of most commonly used tobacco products among all adults, GATS Jharkhand 2016-17 (Figures in Percentages)

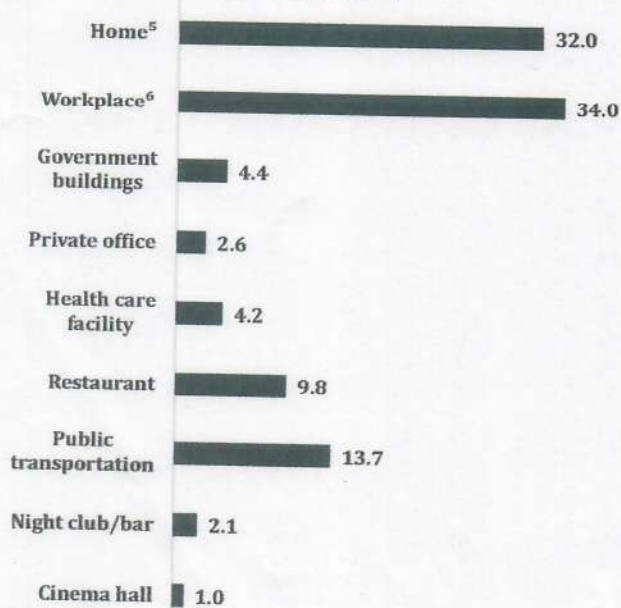




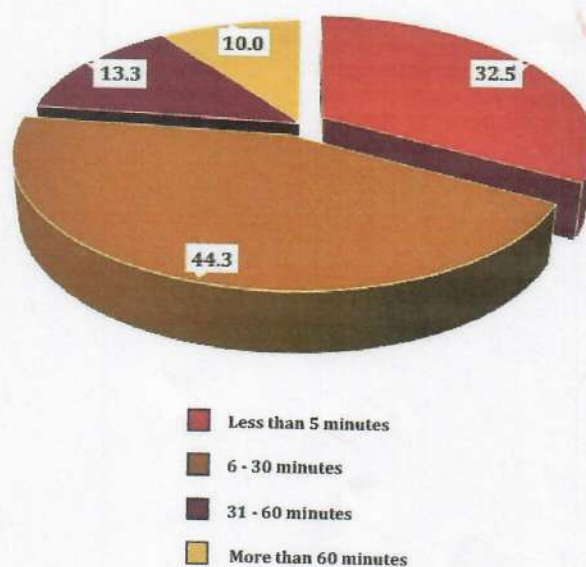
## KEY INDICATORS - GATS 2

CESSATION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
					GATS 2	GATS 1
Smokers who made a quit attempt in past 12 months <sup>2</sup>	18.7	14.2 <sup>1</sup>	16.2	19.2	18.4	42.4
Current smokers who planned to or were thinking about quitting	39.0	4.1 <sup>1</sup>	39.3	35.6	36.6	64.8
Smokers advised to quit by a health care provider in past 12 months <sup>2,3</sup>	24.4	40.1 <sup>1</sup>	41.7 <sup>1</sup>	19.2	25.8	19.1
Smokeless tobacco users who made a quit attempt in past 12 months <sup>4</sup>	17.4	23.1	24.5	17.0	18.7	29.3
Current smokeless tobacco users who planned to or were thinking about quitting	26.7	30.8	33.6	25.8	27.5	47.2
Smokeless tobacco users advised to quit by a health care provider in past 12 months <sup>3,4</sup>	21.8	11.9	27.0	17.5	19.5	16.7
SECONDHAND SMOKE	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
Adults exposed to tobacco smoke at home <sup>5</sup>	26.3	38.1	21.3	36.1	32.0	56.0
Adults exposed to tobacco smoke at the work-place <sup>6,1</sup>	36.2	17.1	26.0	38.3	34.0	25.6
Adults exposed to tobacco smoke at any public place <sup>7,1</sup>	30.9	13.7	22.9	22.3	22.5	22.7
ECONOMICS					TOTAL (₹)	
Average monthly expenditure on cigarette (for daily cigarette smoker)(in Indian Rupees)					659.5	304.1 <sup>1</sup>
Average monthly expenditure on <i>bidi</i> (for daily <i>bidi</i> smoker)(in Indian Rupees)					135.1	78.0 <sup>1</sup>

Exposure to second hand smoke among all adults in past 30 days at various places, GATS Jharkhand 2016-17  
(Figures in Percentages)



Percent distribution of daily tobacco users by time to first tobacco use of the day, GATS Jharkhand 2016-17

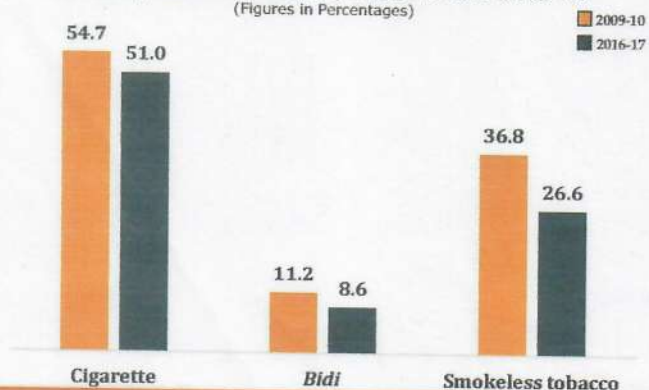




## KEY INDICATORS - GATS 2

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)		NON-SMOKERS (%)		TOTAL (%)	
	GATS 2	GATS 1	GATS 2	GATS 1	GATS 2	GATS 1
Adults who noticed advertisement of smoking tobacco products at point of sale <sup>1</sup>	11.3	NA	6.4	NA	7.0	NA
Adults who noticed advertisement of smoking tobacco products at places <sup>8</sup> other than point of sale <sup>1</sup>	15.1	NA	14.3	NA	14.4	NA
Adults who noticed any type of cigarette promotion <sup>9†</sup>	2.9	2.5	3.0	2.5	3.0	2.5
Adults who noticed any type of <i>bidi</i> promotion <sup>9†</sup>	0.2	1.7	1.0	1.7	1.0	1.7
	CURRENT USERS OF SMOKELESS TOBACCO (%)		NON-USERS OF SMOKELESS TOBACCO (%)		TOTAL (%)	
	GATS 2	GATS 1	GATS 2	GATS 1	GATS 2	GATS 1
Adults who noticed advertisement of smokeless tobacco products at point of sale <sup>1</sup>	7.6	3.2	7.7	3.2	7.7	3.2
Adults who noticed advertisement of smokeless tobacco products at places <sup>8</sup> other than point of sale <sup>1</sup>	16.1	80.5	14.3	80.5	15.0	80.5
Adults who noticed any type of smokeless tobacco promotion <sup>9†</sup>	3.8	5.3	2.5	5.3	3.0	5.3
ANTI TOBACCO INFORMATION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
	GATS 2	GATS 1	GATS 2	GATS 1	GATS 2	GATS 1
Current cigarette smokers who thought about quitting because of warning label on cigarette packet <sup>1</sup>	51.0	54.7	0.0 <sup>L</sup>	0.0 <sup>L</sup>	56.1	48.1
Current <i>bidi</i> smokers who thought about quitting because of a warning label on <i>bidi</i> packet <sup>1</sup>	9.6	11.2	0.0 <sup>L</sup>	0.0 <sup>L</sup>	13.8 <sup>L</sup>	7.7
Adults who noticed information about dangers of smoking tobacco or that encourages quitting on television or radio <sup>†</sup>	61.4	NA	36.2	NA	74.7	39.6
Current smokeless tobacco users who thought about quitting because of a warning label on smokeless tobacco packet <sup>1</sup>	33.0	36.8	3.5	3.5	40.0	22.8
Adults who noticed information about dangers of using smokeless tobacco or that encourages quitting on television or radio <sup>†</sup>	56.6	67.3	32.0	32.0	66.7	36.4
KNOWLEDGE, ATTITUDE & PERCEPTION	MEN (%)	WOMEN (%)	URBAN (%)	RURAL (%)	TOTAL (%)	
	GATS 2	GATS 1	GATS 2	GATS 1	GATS 2	GATS 1
Adults who believed smoking causes serious illness	75.4	89.7	79.6	79.6	86.3	74.2
Adults who believed breathing other people's smoke causes serious illness among non-smokers	92.2	82.5	75.9	75.9	92.1	81.3
Adults who believed breathing other people's smoke causes serious illness in children	89.2	NA	79.6	79.6	92.0	81.8
Adults who believed use of smokeless tobacco causes serious illness	94.9	86.6	87.2	87.2	96.9	89.1
Adults who believed use of smokeless tobacco during pregnancy causes harm to foetus	66.0	NA	74.3	74.3	75.2	68.2

Percentage of adults who thought about quitting because of a warning label on packages of cigarette, *bidi* and smokeless tobacco, GATS Jharkhand, 2009-10 and 2016-17  
(Figures in Percentages)



- 1 Includes manufactured cigarettes and hand-rolled cigarettes.
  - 2 Includes current smokers and those who quit in the past 12 months.
  - 3 Among those who visited a health care provider in the past 12 months.
  - 4 Includes current smokeless users and those who quit in the past 12 months.
  - 5 Among all adults exposed at any time.
  - 6 Among those who work outside of the home who usually work indoors or both indoors and outdoors.
  - 7 Public places includes government offices/buildings, health care facilities, restaurants and public transportation vehicles.
  - 8 Places other than point of sale includes television, radio, billboards/hoardings, posters, newspapers or magazines, cinemas, internet, public transportation vehicles or stations and public walls.
  - 9 Includes products at sale prices, free samples, free gifts or discount offers on other products when buying tobacco products, clothing or other items with brand name or logo of the product, promotion in mail and surrogate advertisement.
- † During the past 30 days.  
 A GATS India 2009-10 cost data was adjusted for inflation.  
 L Less than 25 cases  
 NA Not Available