Media coverage of India’s ENDS ban was global and included both favorable and unfavorable reactions. Events leading up to the ban include subnational bans, supportive scientific reports, and political will.

Methods
- Media stories collected using Tobacco Watcher (TW)
- Search terms: “bans”, “e-cigarette”, “ENDS”, “vaping” and “India”
- Timeframe: Sept 1 to Nov 30, 2019
- Themes were examined to describe major events surrounding the announcement of the ban

Results
- Coverage of the ban was global
- Pre-ban coverage (Sept 1–17): Media stories focused on announcement of impending ban
- Day of ban (Sept 18): Stories focused on the ban and postulations about what to expect in the coming days
- Post-ban (Sept 27–30): Stories discussed legal opposition to, as well as strategic implications of, the ban

Ban-related factors uncovered using TW’s smart history feature:
- There was political will to implement ban as part of the Prime Minister’s 100 days agenda
- May 2019: Indian Council of Medical Research releases white paper favorable to ban; this report further bolstered the government’s argument despite opposition by certain public health experts who proposed regulating, rather than banning, e-cigarettes
- May 2019: Ministry of Health released circular that required prior approval for research and workshops related to e-cigarettes
- May 2018: Ministry of Health advisory encouraged local jurisdictions to ban e-cigarettes

Using the Smart History Feature gave even more context:
- “World No-Tobacco Day: ICMR calls for ban on e-cigarettes”
- “Experts differ on ICMR suggestion on banning e-cigarettes, ENDS devices”
- “Health Ministry Put Checks on Publishing or Discussing Research on E-Cigarettes”

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