



# TPackSS: Tobacco Pack Surveillance System India Health Warning Label Compliance Codebook 2013

## India Health Warning Compliance Codebook 2013

Please refer to the “India Packaging and Labeling Requirements” document for the laws from which specific questions are derived. If you feel that some aspects of the pack warrants further discussion please make a note in the “topics for further discussion” section.

### Unique ID (unique\_id)

Enter the Unique ID that is printed on the label on the Ziploc bag in which the pack is held.

### 1. Type of Product (product\_type)

What type of product is this?

Refer to the front of the pack to answer this question. If the type of product is not written on the front of the pack, refer to the back and if not found on the back, the sides of the pack. If you cannot find a description of the product on the package, open the pack and classify the product by what is found inside. If there are two descriptions of the product found on the pack, choose the more specific classification (e.g. when “clove cigarettes” AND “Class A cigarettes” are written on a pack, the product will be classified as “clove cigarettes”). If product type is not written on the package, look at the sticks inside the package and refer to additional information online. In your online search for information, refer only to credible sources (official brand websites, government registries of tobacco products, or Euromonitor).

**NOTE: For paper packages that have not yet been opened, refer to the TPackSS website ([globaltobaccocontrol.org/tpackss](http://globaltobaccocontrol.org/tpackss)) to view the product.**

*[For hard packs, the front of pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the text on the side of the package is upright and readable. For bidis, the “front” is not defined.]*

*[Bidis are also known as beedis or biris. Bidis are hand-rolled in a tendu leaf and tied with a colorful string. Refer to Image 1 below when classifying bidis. ([http://global.tobaccofreekids.org/files/pdfs/en/1W\\_facts\\_products\\_bidis\\_overview.pdf](http://global.tobaccofreekids.org/files/pdfs/en/1W_facts_products_bidis_overview.pdf))]*



Image 1. Bidi

- (1) Manufactured cigarettes
- (2) Bidis
- (3) Cloves or Kreteks
- (4) Cigarillo

If you answered “Bidis” to Question 1, proceed to answer Question 2. If not, skip to Question 3.

## **2. Shape of Bidis (bidi\_shape)**

What is the shape of the bidi pack?

- (1) Cone-shaped
- (2) Rectangular

### 3. Edges of pack (beveled\_or\_round)

Does the pack have beveled or round edges?

Packs are only considered to have beveled or round edges when they are hard packs. Refer to Images 2 and 3 for examples.



Image 2. Beveled edges

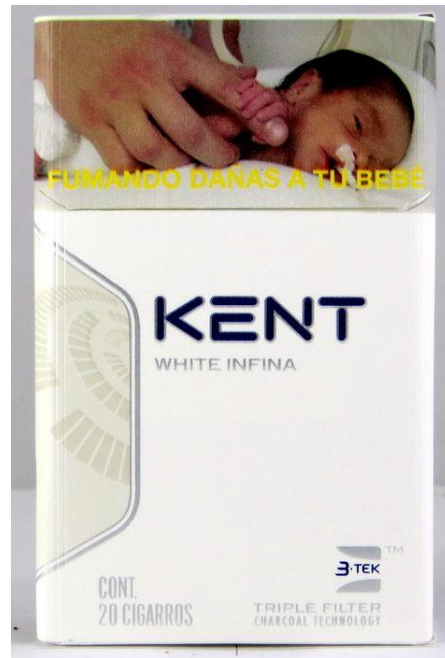


Image 3. Round edges

- (1) Yes
- (0) No

**NOTE: For packs with beveled or round edges, answer all questions taking into account the face of the pack only, not including the beveled or round portion, unless otherwise noted.**

**Section A: Front of Pack**

*[Definition of “principal display area”: According to G.S.R.182 (E) (Packaging and Labeling Rules of 2008), the “principal display area” for box type packages, is the two equal sized largest surface area of the box that may be displayed or visible under normal or customary conditions of sale or use; for pouch type packages, the entire surface area of the pack that may be displayed or visible under normal conditions of sale or use; for conical or cylindrical type of packages, the entire curving area of the pack that may be displayed or visible under normal or customary conditions of sale or use; for any other type of form or type of package, the entire surface area of the pack that may be displayed or visible under normal or customary conditions of sale or use.]*

**A1. Presence of warning (front\_warn\_presence)**

Is there a health warning on the principal display area of the pack?

- (1) Yes
- (0) No

If “No”, skip to Section B.

**A2. Warning content (front\_warn\_content)**

Using the Appendix, indicate the number of the health warning that appears on the package. If there is no warning that matches the warning on the pack select “No match”.

**NOTE: If more than one warning appears on the package, answer the questions below, referring to the warning on the left. For the purposes of this question, the bidi should be placed so that the writing included in the health warning is upright and readable.**

|                 | 1<br>(1) | 2<br>(2) | 3<br>(3) | 4<br>(4) | 5<br>(5) | 6<br>(6) | No match<br>(99) |
|-----------------|----------|----------|----------|----------|----------|----------|------------------|
| Warning content |          |          |          |          |          |          |                  |

**A3. “No match” warning content (front\_warn\_content\_nomatch)**

If you selected “No match” for warning content above, describe the warning on the package.

---

---

---

If you selected “Bidis” for “product type”, skip to question A5.

**A4. Location of warning (front\_warn\_locfront)**

Is the health warning located on the principal display area of the FRONT panel of the pack?

- (1) Yes
- (0) No

**A5. Location of warning (front\_warn\_loc\_par)**

Is the health warning positioned parallel to the top edge of the package?

*[For conical packs, the widest end of the pack shall be considered as the top edge of the pack.]*

- (1) Yes
- (0) No

**A6. Direction of warning (front\_warn\_dir)**

Does the health warning appear in the same direction as the information on the principal display area?

- (1) Yes
- (0) No

**A7. Legibility (front\_warn\_leg)**

Is the health warning legible and prominent?

- (1) Yes
- (0) No

**A8. Warning and “Smoking Kills” text (front\_warn\_smktxt)**

Do the words “Smoking Kills” appear in white font color on a black background?

- (1) Yes
- (0) No

**A9. Warning and “Warning” text (front\_warn\_warntxt)**

Does the word “Warning” appear in red font color on a black background?

- (1) Yes
- (0) No

**A10. Warning and pictorial depiction (front\_warn\_picto)**

Does a pictorial depiction of the ill effects of tobacco use on health appear above the health warning text?

- (1) Yes
- (0) No

**A11. Warning obstruction (front\_warn\_obstruct)**

Is the warning unsevered, uncovered and unhidden when the package is sealed AND when the package is opened?

Refer to the pictures of the pack on the TPackSS website, [globaltobaccocontrol.org/tpackss](http://globaltobaccocontrol.org/tpackss) to answer this question.

- (1) Yes
- (0) No

**A12. Language (front\_warn\_lang)**

Is the language included in the health warning used elsewhere on the pack?

- (1) Yes
- (0) No

**Measurement**

- Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1). Enter the measurement to the first decimal place.
- When measuring a package with beveled edges measure the face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.

- When measuring a soft pack measure only the face of the tobacco package and do not include ANY of the foil area.
- For cone shaped packs, use the soft measuring tape to measure.

**A13. Health warning label height (front\_warn\_height)**

Enter the height (cm) of the health warning label. \_\_\_\_\_

**A14. Health warning label width (front\_warn\_width)**

Enter the width (cm) of the health warning label. \_\_\_\_\_

If you selected “Bidis” for “product type” and “Cone-shaped” for “shape of bidis”, skip to question A18.

**A15. Height (front\_height)**

Enter the height (cm) of the principal display area of the pack on which the warning appears. \_\_\_\_\_

**A16. Width (front\_width)**

Enter the width (cm) of the principal display area of the pack on which the warning appears. \_\_\_\_\_

**A17. Percentage of panel covered by warning (front\_warn\_percent)**

Using the measurements above, the percentage of area of the principal display area of the pack on which the warning appears that is covered by the health warning label will be calculated automatically.

\_\_\_\_\_

If you selected “Manufactured cigarettes” for “product type”, skip to A21.

Refer to the image of the conical frustum below when completing questions A18-A24.

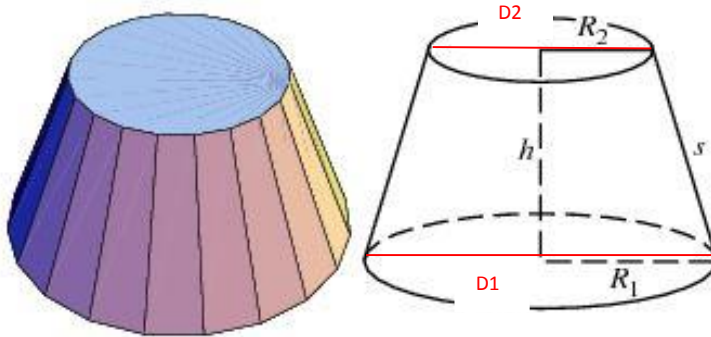


Image 4. Conical Frustum and corresponding measurements

**A18. Diameter of cone shaped bidi pack base (cone\_diameter1)**

Find the diameter of the cone frustum’s base circle by measuring across the widest point of the circle to obtain the diameter (refer to D1 of Image 4).

Enter the diameter (cm) of the cone frustum’s base circle. \_\_\_\_\_

**A19. Radius of cone shaped bidi pack base (cone\_radius1)**

The radius of the cone shaped bidi pack base will automatically be calculated. \_\_\_\_\_

**A20. Diameter of cone shaped bidi pack top (cone\_diameter2)**

Find the diameter of the cone frustum’s top circle by measuring across the widest point of the circle to obtain the diameter (refer to D2 of image 4).

Enter the diameter (cm) of the cone frustum’s top circle. \_\_\_\_\_



**A21. Radius of cone shaped bidi pack top (cone\_radius2)**

The radius of the cone shaped bidi pack top will automatically be calculated. \_\_\_\_\_

**A22. Height of cone shaped bidi pack (cone\_height)**

Find the height of the cone frustum's top circle by measuring from the bottom of the pack to the top on the flattest side (refer to h of image 4).

Enter the height (cm) of the cone frustum. \_\_\_\_\_

**A23. Slant height of cone shaped bidi pack (cone\_slantheight)**

The slant height of the cone shaped bidi pack will automatically be calculated. \_\_\_\_\_

**A24. Percentage of cone shaped bidi pack covered by warning (cone\_bidi\_warn\_percent)**

Using the measurements above, the percentage of area of the cone shaped bidi pack that is covered by the health warning label will be calculated automatically. \_\_\_\_\_

**A25. Ratio of the health warning (front\_warn\_ratio)**

Using the measurements above, the ratio between the vertical length and horizontal length of the health warning will be calculated automatically. \_\_\_\_\_

Answer the following question if the pack has beveled or rounded edges. If not, skip to A27.

**A26. Health warning label coverage (front\_bvlorrnd\_coverage)**

Does the health warning label cover the beveled or rounded edges of the pack?

(1) Yes

(0) No

**A27. Number of health warnings (front\_warn\_number)**

Does more than one health warning appear on the pack?

(1) Yes

(0) No

If there is more than one health warning on the pack, answer the following questions, referring to the warning on the right. If not, skip to Section B.

**A2b. Warning content (frontb\_warn\_content)**

Using the Appendix, indicate the number of the health warning that appears on the package. If there is no warning that matches the warning on the pack select "No match".

|                 | 1<br>(1) | 2<br>(2) | 3<br>(3) | 4<br>(4) | 5<br>(5) | 6<br>(6) | No match<br>(99) |
|-----------------|----------|----------|----------|----------|----------|----------|------------------|
| Warning content |          |          |          |          |          |          |                  |

**A3b. "No match" warning content (front\_warn\_content\_nomatch)**

If you selected "No match" for warning content above, describe the warning on the package.

---

---

---

If you selected "Bidis" for "product type", skip to question A5b.

**A4b. Location of warning (frontb\_warn\_locfront)**

Is the health warning on the principal display area of the FRONT panel of the pack?

- (1) Yes
- (0) No

**A5b. Location of warning (frontb\_warn\_loc\_par)**

Is the health warning positioned parallel to the top edge of the package?

*[For conical packs, the widest end of the pack shall be considered as the top edge of the pack.]*

- (1) Yes
- (0) No

**A6b. Direction of warning (frontb\_warn\_dir)**

Does the health warning appear in the same direction as the information on the principal display area?

- (1) Yes
- (0) No

**A7b. Legibility (frontb\_warn\_leg)**

Is the health warning legible and prominent?

- (1) Yes
- (0) No

**A8b. Warning and “Smoking Kills” text (frontb\_warn\_smktxt)**

Do the words “Smoking Kills” appear in white font color on a black background?

- (1) Yes
- (0) No

**A9b. Warning and “Warning” text (frontb\_warn\_warntxt)**

Does the word “Warning” appear in red font color on a black background?

- (1) Yes
- (0) No

**A10b. Warning and pictorial depiction (frontb\_warn\_picto)**

Does a pictorial depiction of the ill effects of tobacco use on health appear above the health warning text?

- (1) Yes
- (0) No

**A11b. Warning obstruction (frontb\_warn\_obstruct)**

Is the warning unsevered, uncovered and unhidden when the package is sealed AND when the package is opened?

Refer to the pictures of the pack on the TPackSS website, [globaltobaccocontrol.org/tpackss](http://globaltobaccocontrol.org/tpackss) to answer this question.

- (1) Yes
- (0) No

**A12b. Language (frontb\_warn\_lang)**

Is the language included in the health warning used elsewhere on the pack?

(1) Yes

(0) No

**Measurement**

- Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1). Enter the measurement to the first decimal place.
- When measuring a package with beveled edges measure the face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.
- When measuring a soft pack measure only the face of the tobacco package and do not include ANY of the foil area.

**A13b. Health warning label height (frontb\_warn\_height)**

Enter the height (cm) of the health warning label. \_\_\_\_\_

**A14b. Health warning label width (frontb\_warn\_width)**

Enter the width (cm) of the health warning label. \_\_\_\_\_

If you selected “Bidis” for “product type” and “Cone-shaped” for “shape of bidis”, skip to question A16b.

**A15b. Percentage of panel covered by warning (frontb\_warn\_percent)**

Using the measurements above, the percentage of area of the front panel of the pack that is covered by the health warning label will be calculated automatically. \_\_\_\_\_

If you selected “Manufactured cigarettes” for “product type”, skip to question A19b.

**A16b. Percentage of cone shaped bidi pack covered by warning (conebidib\_warn\_percent)**

Using the measurements above, the percentage of area of the cone shaped bidi pack that is covered by the health warning label will be calculated automatically. \_\_\_\_\_

**A17b. Ratio of the health warning (frontb\_warn\_ratio)**

Using the measurements above, the ratio between the vertical length and horizontal length of the health warning will be calculated automatically. \_\_\_\_\_

Answer the following question if the pack has beveled or rounded edges. If not, skip Section B.

**A18b. Health warning label coverage (frontb\_bvlorrnd\_coverage)**

Does the health warning label cover the beveled or rounded edges of the pack?

(1) Yes

(0) No

**Section B: Other Requirements**

**B1. Number of Languages (language\_number)**

Do not more than two languages appear on the entire pack?

Please include the language that the brand appears in and exclude the language of the health warning text.

(1) Yes

(0) No

**B2. Language Conformity (language\_conform)**

Does the health warning(s) appear in the language in which the brand name appears and in any other language used on the pack?

(1) Yes

(0) No

**B3. Misleading descriptors (misleading\_descriptors)**

Fill out the table below and place an "x" next to all terms appearing on the pack.

| <b>Descriptive term</b> | <b>Check all that apply:</b> |
|-------------------------|------------------------------|
| (1)Light                |                              |
| (2)Ultra light          |                              |
| (3)Mild                 |                              |
| (4)Ultra mild           |                              |
| (5)Low tar              |                              |
| (6)Slim                 |                              |
| (7)Safer                |                              |
| (8)None of the above    |                              |

**Section C: Topics for Further Discussion**

**C1. Further discussion (further\_discussion)**

Is there any aspect of this pack that needs further discussion before coding?

(1) Yes

(0) No

**C2. Notes on further discussion (further\_discussion1)**

---

---

---