

**Directive for Printing and Labeling of  
Warning Message and Picture on the  
Box, Packet, Wrappers, Carton,  
Parcel and Packaging of  
Tobacco Product -2014**



**Government of Nepal  
Ministry of Health and Population**




**Exercising the power conferred by Section 9 (1) of the Tobacco Product (Control and Regulatory) Act, 2011, the Government of Nepal, Ministry of Health and Population has framed the following Directive.**




1. **Short title and commencement:** (1) Name of this directive shall be “Directive for Printing and Labeling of Warning Message and Picture on the Box, Packet, Wrappers, Carton, Parcel and Packaging of Tobacco Product -2014.”
  - (2) This directive shall come into effect from 15 May 2015.
  
2. **Definition:** Unless otherwise defined by subject and context, in this directive:-
  - a. “**Act**” shall mean the Tobacco Product (Control and Regulatory) Act, 2011.
  - b. “**Rules**” shall mean the Tobacco Product (Control and Regulatory) Rules, 2011.
  - c. “**Ministry**” shall mean the Ministry of Health and Population.
  - d. “**Tobacco Product**” shall mean the Tobacco Products as defined in section 2(a) of the Act.
  - e. “**Manufacturer**” shall mean the manufacturer as stated in section (2) clause (f) of the act and this term shall also refer to Manufacturer’s Association et al.
  - f. “**Label**” shall mean the any types of sign, picture or any other descriptive material written, printed, lithographed, marked, included or shown in any way on packet of tobacco products.
  - g. “**Fatal Color Picture**” shall mean the fatal picture as stated in section 4, 5, 6 and 7 of this directive.
  - h. “**Warning Message**” shall mean the Warning Message as stated in section 4, 5, 6 and 7 of this directive.


**3. Warning Message and Fatal Color Picture shall be printed and Marked:** (1) Pursuant to sub-section (1) of section (9) of the Act and sub-rule (1) of rule 9 of Rules, the manufacturer shall print or mark clearly understandable and visible warning message including consumption of tobacco product is injurious to health in Nepali Language and fatal color picture caused by harmful effect of tobacco consumption covering at least 90% of total outer portion of the box, wrappers, Packet & Parcel Packaging and label of Tobacco Product.

(2) Fatal color picture and warning message as stated in sub-section (1) shall be printed on each box, packet, wrappers, carton, parcel and packaging in outer and inner portion of Cigarette, *Bidi*, *Khaini*, raw tobacco, Gutkha et al of tobacco product.

**4. Picture & Warning Message shall be printed on box, packet & wrappers of Cigarette:** (1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90% area of principal top area of front and back side of box, packet and wrappers of cigarette as illustrated below:-

| Picture No. | Picture   |   | Message   |   |
|-------------|---|---|---|---|
|             | Picture   | Portion to be assigned for picture  | Message   | Portion to be assigned for message  |
| A           |  | In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette. | Smoking and tobacco consumption cause lung cancer | In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette. |

|                 |   |  |  |  |
|-----------------|---|--|--|--|
| <p><b>B</b></p> |    | <p>In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> | <p>Smoking and tobacco consumption cause brain hemorrhage</p>                                  | <p>In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> |
| <p><b>C</b></p> |    | <p>In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> | <p>Smoking and tobacco consumed by you cause low birth weight, disable or still birth baby</p> | <p>In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> |
| <p><b>D</b></p> |  | <p>In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> | <p>Consumption of tobacco product causes oral and throat cancer</p>                            | <p>In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> |

|          |   |  |  |  |
|----------|---|--|--|--|
| <b>E</b> |  | <p>In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> | <p>Consumption of tobacco product causes oral cancer</p> | <p>In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of cigarette.</p> |
|----------|---|--|--|--|

(2) Pursuant to sub-section (1), the manufacturer shall print and mark five fatal color pictures and warning message on box, packet and wrappers of cigarette in proportional way in twenty-twenty percent out of grand total number of box, packet and wrappers of cigarettes to be printed in every batch.

(3) Warning message entitled “tobacco product is injurious to health, smoking kills” on side pack-upper part, warning message entitled “smoking contain carcinogenic substance like nitrosamine and benzopyrine, stop smoking” at side pack-right part and warning message entitled “nicotine, tar, carbon monoxide contained in smoking cause heart and lung diseases, stop smoking” at side pack-left part of box, packet and wrappers of cigarette shall be written.

(4) Name of the font for writing message shall be Devnagari Preeti Font.

(5) The size of the message to be written shall be as specified in annexure 1.

(6) The color of the message to be written shall be white.

(7) The color of background for writing message shall be Red.



(8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 1.

(10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.

**5. Fatal Picture and Warning Message shall be printed on box, packet and Wrappers of Bidi:**

(1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90% area of principal top area of front and back side of box, packet and wrappers of Bidi as illustrated below:-

| Picture No. | Picture   |  | Message   |  |
|-------------|---|--|---|--|
|             | Picture   | Portion to be assigned for picture   | Message   | Portion to be assigned for message   |
| A           |    | In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of <i>Bidi</i> . | Smoking and tobacco consumption cause lung-cancer                                       | In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of <i>Bidi</i> . |
| B           |  | In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of <i>Bidi</i> . | Smoking and tobacco consumed by you cause low birth weight, disable or still birth baby | In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of <i>Bidi</i> . |

(2) Pursuant to sub-section (1), the manufacturer shall print and mark two fatal color pictures and warning message on box, packet and wrappers of *Bidi* in proportional way in fifty-fifty percent out of grand total number of box, packet and wrappers of *Bidi* to be printed in every batch.

(3) Warning message entitled “tobacco product is injurious to health, smoking kills” on side pack-upper part, warning message entitled “smoking contain carcinogenic substance like nitrosamine and benzopyrine, stop smoking” at side pack-right part and warning message entitled “nicotine, tar, carbon monoxide contained in smoking cause heart and lung diseases, stop smoking” at side pack-left part of only rectangular box, packet and wrappers of *Bidi* shall be written.

(4) Name of the font for writing message shall be Devnagari Preeti Font.

(5) The size of the message to be written shall be as specified in annexure 2.

(6) The color of the message to be written shall be white.

(7) The color of background for writing message shall be Red.

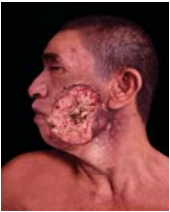
(8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.


(9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 2.

(10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.



6. **Warning message and fatal color picture shall be printed on box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco products:** (1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90% area of principal top area of front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product as illustrated below:-

| Picture No. | Picture   |   | Message  |   |
|-------------|---|---|--|---|
|             | Picture   | Portion to be assigned for picture  | Message  | Portion to be assigned for message  |
| A           |  | In 50% middle portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product. | Tobacco product is injurious to health, its consumption kills  | In 20% upper portion of picture out of 90% area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product. |
|             |   |   | Consumption of tobacco product causes oral and throat cancer, stop consuming <i>Khaini-tobacco</i> . | In 20% lower portion of picture out of 90% area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product. |

|          |   |   |   |   |
|----------|---|---|---|---|
| <b>B</b> |  | In 60% middle portion out of 90% area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product. | Tobacco product is injurious to health, its consumption kills   | In 15% upper portion of picture out of 90% area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product. |
|          |   | Consumption of tobacco product causes oral cancer, stop consuming <i>Khaini-tobacco</i> .   | In 15% upper portion of picture out of 90% area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product. |   |

(2) Pursuant to sub-section (1), the manufacturer shall print and mark two fatal color pictures and warning message on box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product in proportional way in fifty-fifty percent out of grand total number of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product to be printed in every batch.

(3) In addition to the fatal color picture and warning message as per sub-section (1), warning message entitled “consumption of khaini, raw tobacco, gutkha like tobacco product *cause oral cancer, stop consuming khaini-tobacco*” on whole side pack-upper part of cap of box of khaini, raw tobacco, gutkha like tobacco product to be packaged in round tin-box shall also be printed.


(4) Name of the font for writing message shall be Devnagari Preeti Font.




(5) The size of the message to be written shall be as specified in annexure 3.


(6) The color of the message to be written shall be white.

- (7) The color of background for writing message shall be Red.
- (8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.
- (9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 3.
- (10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.

7. **Picture and Message shall be printed on carton, parcel and packaging of Tobacco Products:** (1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90% area of principal top area of front and back side of *carton, parcel and packaging contained of box, packet and wrappers of cigarette, Bidi, khaini, raw tobacco and Gutkha like tobacco product* as illustrated below:-

| Picture No. | Picture   |   | Message   |   |
|-------------|---|---|---|---|
|             | Picture   | Portion to be assigned for picture  | Message   | Portion to be assigned for message  |
| A           |  | In 70% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i> | Smoking and tobacco consumption cause lung cancer | In 20% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i> |

|          |   |  |  |  |
|----------|---|--|--|--|
| <b>B</b> |    | <p>In 70% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> | <p>Smoking and tobacco consumption cause brain haemorrhage</p>                                 | <p>In 20% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> |
| <b>C</b> |    | <p>In 70% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> | <p>Smoking and tobacco consumed by you cause low birth weight, disable or still birth baby</p> | <p>In 20% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> |
| <b>D</b> |  | <p>In 70% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> | <p>Consumption of tobacco product causes oral and throat cancer</p>                            | <p>In 20% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> |

|   |   |  |   |  |
|---|---|--|---|--|
| E |  | <p>In 70% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> | <p>Consumption of tobacco product cause oral cancer</p> | <p>In 20% portion out of 90% area of top of principal area-front and back side of <i>carton, parcel and packaging of tobacco product</i></p> |
|---|---|--|---|--|

(2) Pursuant to sub-section (1), the manufacturer shall print and mark five fatal color pictures and warning message on *carton, parcel and packaging* of tobacco product in proportional way in twenty-twenty percent out of grand total number of *carton, parcel and packaging* of tobacco product to be printed in every batch.

(3) Warning message entitled “tobacco product is injurious to health, smoking kills” on side pack-upper part, warning message entitled “smoking contain carcinogenic substance like nitrosamine and benzopyrine, stop smoking” at side pack-right part and warning message entitled “nicotine, tar, carbon monoxide contained in smoking cause heart and lung diseases, stop smoking” at side pack-left part of *carton, parcel and packaging* of tobacco product shall be written.

(4) Name of the font for writing message shall be Devnagari Preeti Font.

(5) The size of the message to be written shall be as specified in annexure 4.

(6) The color of the message to be written shall be white.

(7) The color of background for writing message shall be Red.

(8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 4.

(10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.

**Explanation:** Pursuant to sections 4, 5, 6, and 7 of this directive, C, M, Y, K shall denote to Cyan (Blue), Magenta (Red), Yellow (Yellow) and Key (Black) respectively.

**8. The wider part shall be deemed as the principal upper part:**

In case of conical-shaped box, packet, wrappers, carton, parcel and packaging, the wider portion shall be deemed as the principal upper part and the warning messages and pictures shall be printed and labeled accordingly thereon.

**9. Language of message:** The language of message to be printed on box, packet, wrappers, carton, parcel and packaging of tobacco products shall be in Nepali.

10. **Size of message and pictures shall be increased:** While increasing the size of box, packet, wrappers, carton, parcel and packaging of tobacco products, the manufacturer shall also increase the size of warning message and picture accordingly in proportion to increment of packaging and labeling of box, packet, wrappers, carton and parcel of tobacco products.
11. **Packaging and labeling shall be done with clearly visible message and picture:** Manufacturer shall not distort, damage and hide or cover warning message and picture to be printed on box, packet, wrappers, carton, parcel and packaging of tobacco while doing packaging and labeling of tobacco products.
12. **Prohibition on packaging or labeling so as to promote tobacco-related product:** No person, including the manufacturer shall be allowed to do packaging and labeling by keeping any message, materials, color, picture etc. that might directly or indirectly promote the tobacco product.
13. **Prohibition on packaging or labeling by keeping false description about tobacco products :** No person, including the manufacturer shall be allowed to include any words or picture or sign in the packaging and labeling of tobacco product that mean “mild, very mild, medium, less tar, safe, slim” et al and that might portray false, misleading or deceitful message regarding health, health risk or tobacco product.
14. **Prohibition on sales, distribution and purchase:** Pursuant to sub-section (1) of section 9 of the Act, no person shall engage in production, sales, distribution and purchase of any tobacco product without warning message and fatal color picture from 4<sup>th</sup> November 2011.

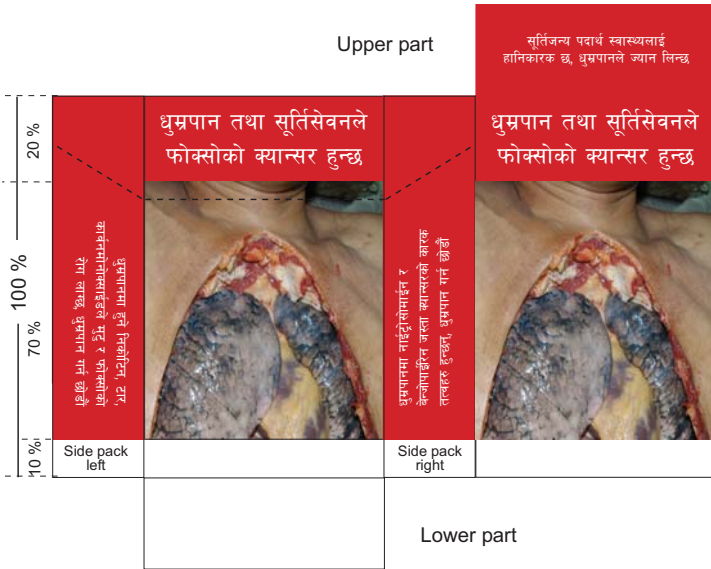
**15. Repeal & Saving:** (1) The Directive for Printing and Labeling of Warning Message and Picture in the Box, Packet, Wrappers, Carton, Parcel and Packaging of Tobacco Product -2011 has been repealed.

(2) All functions and actions taken in accordance with the directive stated in sub-section (1) shall be deemed to have been done in accordance with this directive.



## Annexure – 1 (Related to section 4)


Design of box, packet & Wrappers of cigarette with Warning Message & Picture related to section 4 sub-section (1) clause (A)



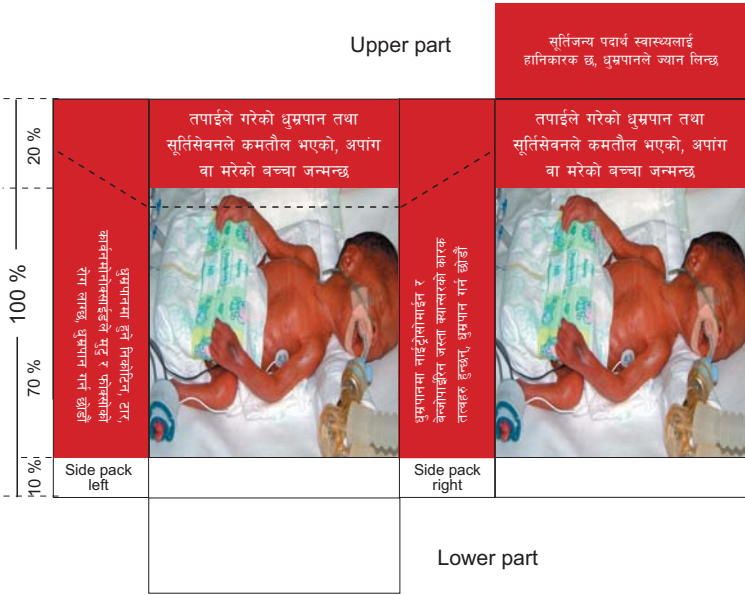
| Color Percentage   | Font   |
|--|--|
| <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 20px; height: 20px; background-color: white; border: 1px solid black; margin-right: 5px;"></div> <div> <p><b>Text Color</b></p> <p>C=0%, M=0%, Y=0%, K=0%</p> </div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: red; margin-right: 5px;"></div> <div> <p><b>Background Color</b></p> <p>C=15%, M=100%, Y=100%, K=0%</p> </div> </div> | <p><b>Principal area -front &amp; back:</b> Preeti font, Size 20pt.</p> <p><b>Side pack-upper part:</b> Preeti font, Size 12pt.</p> <p><b>Side pack-left &amp; right:</b> Preeti font, Size 12pt.</p> <p><b>Picture Color</b> <span style="font-family: monospace; color: cyan;">C</span> <span style="font-family: monospace; color: magenta;">M</span> <span style="font-family: monospace; color: yellow;">Y</span> <span style="font-family: monospace; color: black;">K</span> <span style="font-family: monospace; color: cyan;">CM</span> <span style="font-family: monospace; color: magenta;">MY</span> <span style="font-family: monospace; color: yellow;">CY</span> <span style="font-family: monospace; color: black;">CMK</span></p> |




Related to section 4 sub-section (1) clause (B)



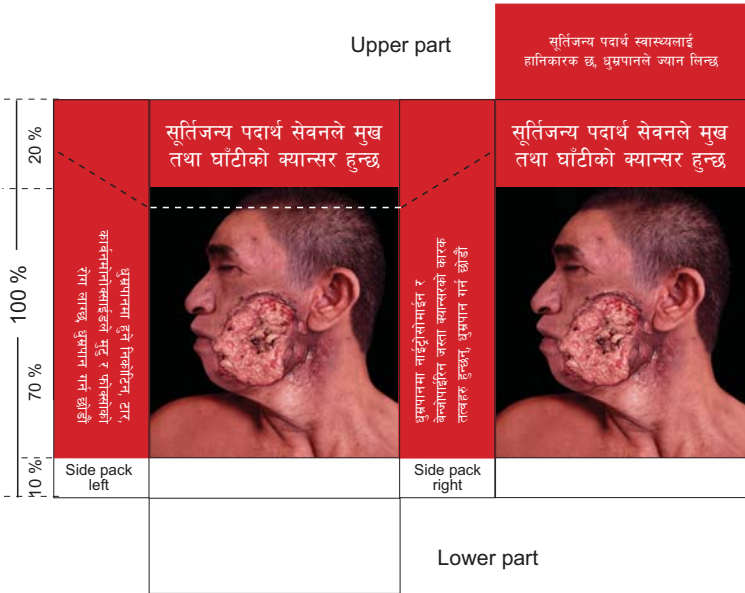
|  |  |
|--|--|
| <p><b>Color Percentage</b></p> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="width: 20px; height: 20px; border: 1px solid black; background-color: white; margin-right: 5px;"></div> <div> <p><b>Text Color</b></p> <p>C=0%, M=0%, Y=0%, K=0%</p> </div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; background-color: red; margin-right: 5px;"></div> <div> <p><b>Background Color</b></p> <p>C=15%, M=100%, Y=100%, K=0%</p> </div> </div> | <p><b>Font</b></p> <p><b>Principal area -front &amp; back:</b> Preeti font, Size 20pt.</p> <p><b>Side pack-upper part:</b> Preeti font, Size 12pt.</p> <p><b>Side pack-left &amp; right:</b> Preeti font, Size 12pt.</p> <p><b>Picture Color</b> </p> |
|--|--|




Related to section 4 sub-section (1) clause (C)



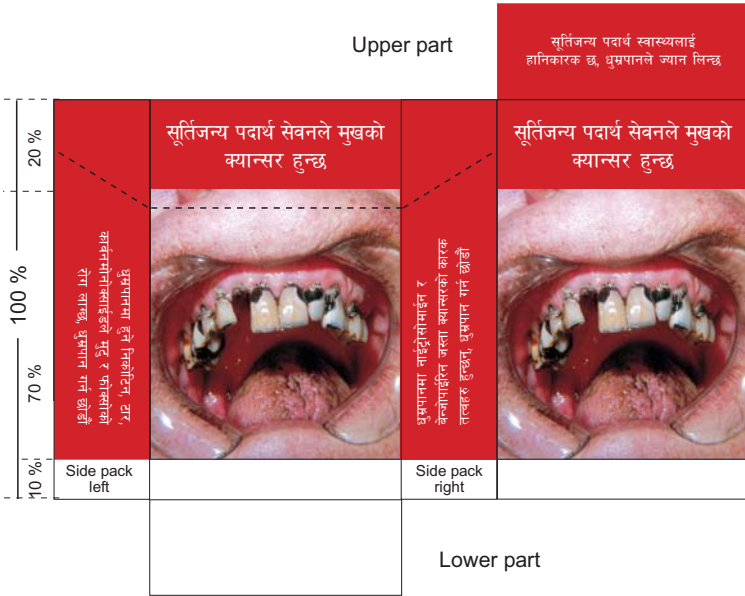
|  |   |
|--|---|
| <b>Color Percentage</b>  | <b>Font</b>   |
| <p> <b>Text Color</b><br/>C=0%, M=0%, Y=0%, K=0%</p>            | <p><b>Principal area -front &amp; back:</b> Preeti font, Size 14pt.<br/><b>Side pack-upper part:</b> Preeti font, Size 12pt.<br/><b>Side pack-left &amp; right:</b> Preeti font, Size 12pt.</p> |
| <p> <b>Background Color</b><br/>C=15%, M=100%, Y=100%, K=0%</p> | <p><b>Picture Color</b> </p>   |




Related to section 4 sub-section (1) clause (D)



| Color Percentage   | Font  |
|--|---|
|  <p><b>Text Color</b><br/>C=0%, M=0%, Y=0%, K=0%</p>            | <p><b>Principal area -front &amp; back:</b> Preeti font, Size 18pt.<br/> <b>Side pack-upper part:</b> Preeti font, Size 12pt.<br/> <b>Side pack-left &amp; right:</b> Preeti font, Size 12pt.</p> |
|  <p><b>Background Color</b><br/>C=15%, M=100%, Y=100%, K=0%</p> | <p><b>Picture Color</b> </p>   |

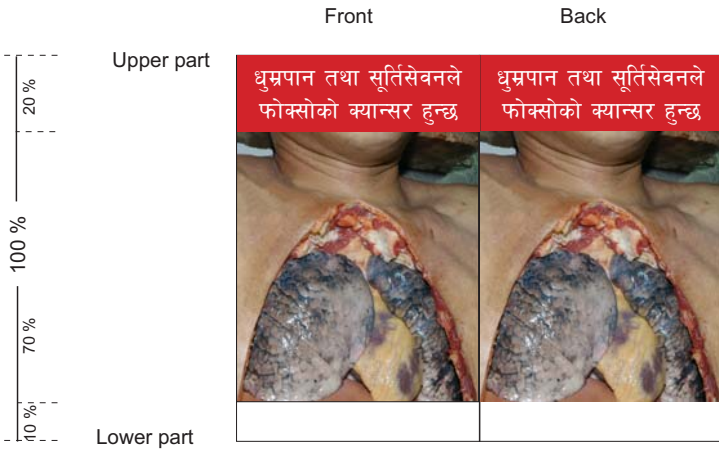
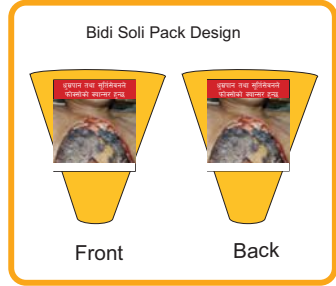
Related to section 4 sub-section (1) clause (E)



|  |   |
|--|---|
| <b>Color Percentage</b>  | <b>Font</b>   |
|  <p><b>Text Color</b><br/>C=0%, M=0%, Y=0%, K=0%</p>            | <p><b>Principal area -front &amp; back:</b> Preeti font, Size 18pt.<br/> <b>Side pack-upper part:</b> Preeti font, Size 12pt.<br/> <b>Side pack-left &amp; right:</b> Preeti font, Size 12pt.</p> |
|  <p><b>Background Color</b><br/>C=15%, M=100%, Y=100%, K=0%</p> | <p><b>Picture Color</b> </p>   |

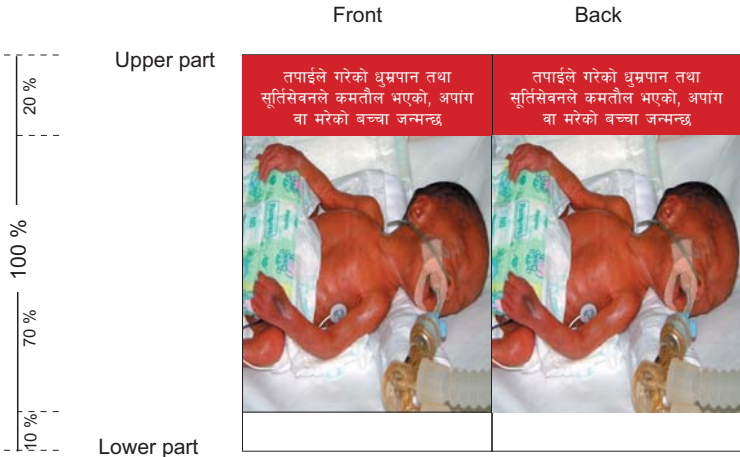
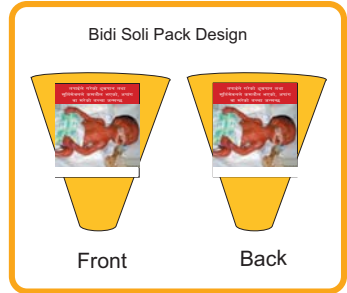
**Annexure – 2**  
**(Related to section 5)**




Design of box, packet & Wrappers of Bidi with Warning Message & Picture related to section 5 sub-section (1) clause (A)



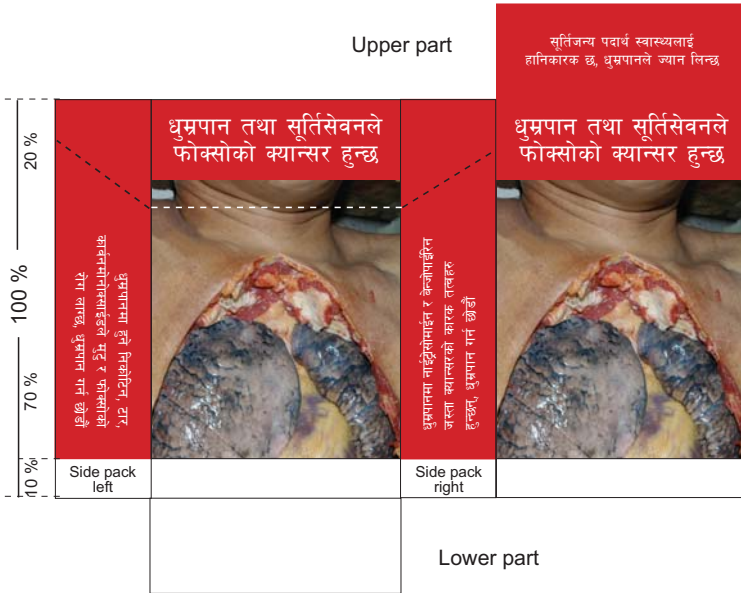
| Color Percentage  | Font  |
|---|---|
| <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; background-color: white; margin-right: 5px;"></div> <div> <p><b>Text Color</b></p> <p>C=0%, M=0%, Y=0%, K=0%</p> </div> </div>          | <p><b>Principal area, upper -front &amp; back::</b> Preeti font, Size 14pt.</p> |
| <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; background-color: red; margin-right: 5px;"></div> <div> <p><b>Background Color</b></p> <p>C=15%, M=100%, Y=100%, K=0%</p> </div> </div> |   |
|   | <p><b>Picture Color</b> </p>  |

Related to section 5 sub-section (1) clause (B)



| Color Percentage  |  | Font   |
|---|--|--|
|  | <b>Text Color</b><br>C=0%, M=0%, Y=0%, K=0%            | <b>Principal area, upper -front &amp; back::</b> Preeti font, Size 14pt.                                 |
|  | <b>Background Color</b><br>C=15%, M=100%, Y=100%, K=0% |  |
|   |  | <b>Picture Color</b>  |

Related to section 5 sub-section (1) clause (A) and section 5 sub-section (3)



| Color Percentage   | Font  |
|--|---|
| <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: white; border: 1px solid black; margin-right: 5px;"></div> <div> <p><b>Text Color</b></p> <p>C=0%, M=0%, Y=0%, K=0%</p> </div> </div> | <p><b>Principal area -front &amp; back:</b> Preeti font, Size 20pt.</p> <p><b>Side pack-upper part:</b> Preeti font, Size 12pt.</p> <p><b>Side pack-left &amp; right:</b> Preeti font, Size 12pt.</p>   |
| <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; background-color: red; margin-right: 5px;"></div> <div> <p><b>Background Color</b></p> <p>C=15%, M=100%, Y=100%, K=0%</p> </div> </div>                 | <p><b>Picture Color</b> <span style="font-family: monospace; font-weight: bold; color: cyan;">C</span> <span style="font-family: monospace; font-weight: bold; color: magenta;">M</span> <span style="font-family: monospace; font-weight: bold; color: yellow;">Y</span> <span style="font-family: monospace; font-weight: bold; color: cyan;">CM</span> <span style="font-family: monospace; font-weight: bold; color: magenta;">MY</span> <span style="font-family: monospace; font-weight: bold; color: cyan;">CY</span> <span style="font-family: monospace; font-weight: bold; color: black;">CK</span></p> |





**Annexure – 3**  
**(Related to section 6)**

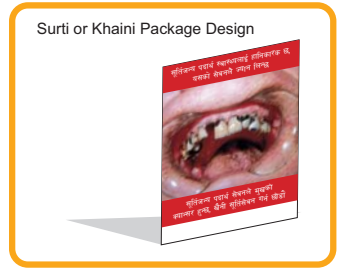
Design of box, packet & Wrappers of Khaini, Raw Tobacco & Gutkha  
with Warning Message & Picture related to section 6 sub-section (1)  
clause (A)





|      | Front   | Upper part | Back  |  |
|------|---|------------|---|--|
| 20 % | सूर्तिजन्य पदार्थ स्वास्थ्यलाई हानिकारक छ, यसको सेवनले ज्यान लिन्छ                  |            | सूर्तिजन्य पदार्थ स्वास्थ्यलाई हानिकारक छ, यसको सेवनले ज्यान लिन्छ                  |  |
| 50 % |   |            |   |  |
| 20 % | सूर्तिजन्य पदार्थ सेवनले मुख तथा घाँटीको क्यान्सर हुन्छ, खैनी सूर्तिसेवन गर्न छोडौं |            | सूर्तिजन्य पदार्थ सेवनले मुख तथा घाँटीको क्यान्सर हुन्छ, खैनी सूर्तिसेवन गर्न छोडौं |  |
| 10 % |   |            |   |  |
|      | Lower part  |            |   |  |

|                         |  |  |  |
|-------------------------|--|--|--|
| <b>Color Percentage</b> |  | <b>Font</b>  |  |
|                         | <b>Text Color</b><br>C=0%, M=0%, Y=0%, K=0%            | <b>Principal area, upper -front &amp; back:</b> Preeti font, Size 18pt.<br><b>Principal area, lower -front &amp; back:</b> Preeti font, Size 18pt. |  |
|                         | <b>Background Color</b><br>C=15%, M=100%, Y=100%, K=0% | <b>Picture Color</b>   |  |

Related to section 6 sub-section (1) clause (B)



|     | Front   | Upper part | Back  |  |
|-----|---|------------|---|--|
| 15% | सूर्तिजन्य पदार्थ स्वास्थ्यलाई हानिकारक छ, यसको सेवनले ज्यान लिन्छ                |            | सूर्तिजन्य पदार्थ स्वास्थ्यलाई हानिकारक छ, यसको सेवनले ज्यान लिन्छ                |  |
| 60% |  |            |  |  |
| 15% | सूर्तिजन्य पदार्थ सेवनले मुखको क्यान्सर हुन्छ, खैनी सूर्तिसेवन गर्न छोडौं         |            | सूर्तिजन्य पदार्थ सेवनले मुखको क्यान्सर हुन्छ, खैनी सूर्तिसेवन गर्न छोडौं         |  |
| 10% | Lower part  |            |   |  |

**Color Percentage**



**Text Color**

C=0%, M=0%, Y=0%, K=0%



**Background Color**

C=15%, M=100%, Y=100%, K=0%

**Font**

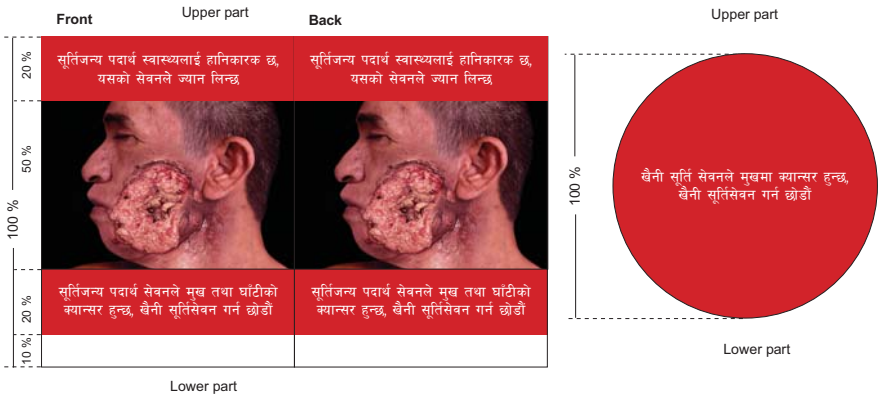
Principal area, upper -front & back:Preeti font, Size 18pt.




Principal area, lower -front & back: Preeti font, Size 18pt.

**Picture Color**

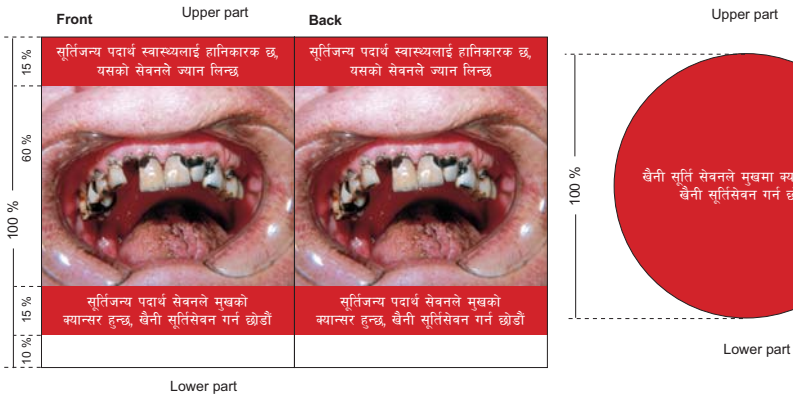


Related to section 6 sub-section (1) clause (A) and section 6 sub-section (3)



|   |   |
|---|---|
| <p><b>Color Percentage</b></p> <p> <b>Text Color</b><br/>C=0%, M=0%, Y=0%, K=0%</p> <p> <b>Background Color</b><br/>C=15%, M=100%, Y=100%, K=0%</p> | <p><b>Font</b></p> <p>Principal area, upper -front &amp; back: Preeti font, Size 18pt.<br/>Principal area, lower -front &amp; back: Preeti font, Size 18pt.</p> <p><b>Circle Design:</b><br/>Whole side pack-upper part of cap of box: Preeti font, Size 18pt.</p> <p>Picture Color </p> |
|---|---|

Related to section 6 sub-section (1) clause (B) and section 6 sub-section (3)






|   |   |
|---|---|
| <p><b>Color Percentage</b></p> <p><b>Text Color</b><br/>C=0%, M=0%, Y=0%, K=0%</p> <p><b>Background Color</b><br/>C=15%, M=100%, Y=100%, K=0%</p> | <p><b>Font</b><br/>Principal area, upper -front &amp; back: Preeti font, Size 18pt.<br/>Principal area, lower -front &amp; back: Preeti font, Size 18pt.</p> <p><b>Circle Design:</b><br/>Whole side pack-upper part of cap of box: Preeti font, Size 18pt.</p> <p style="text-align: right;"><b>Picture Color</b> </p> |
|---|---|

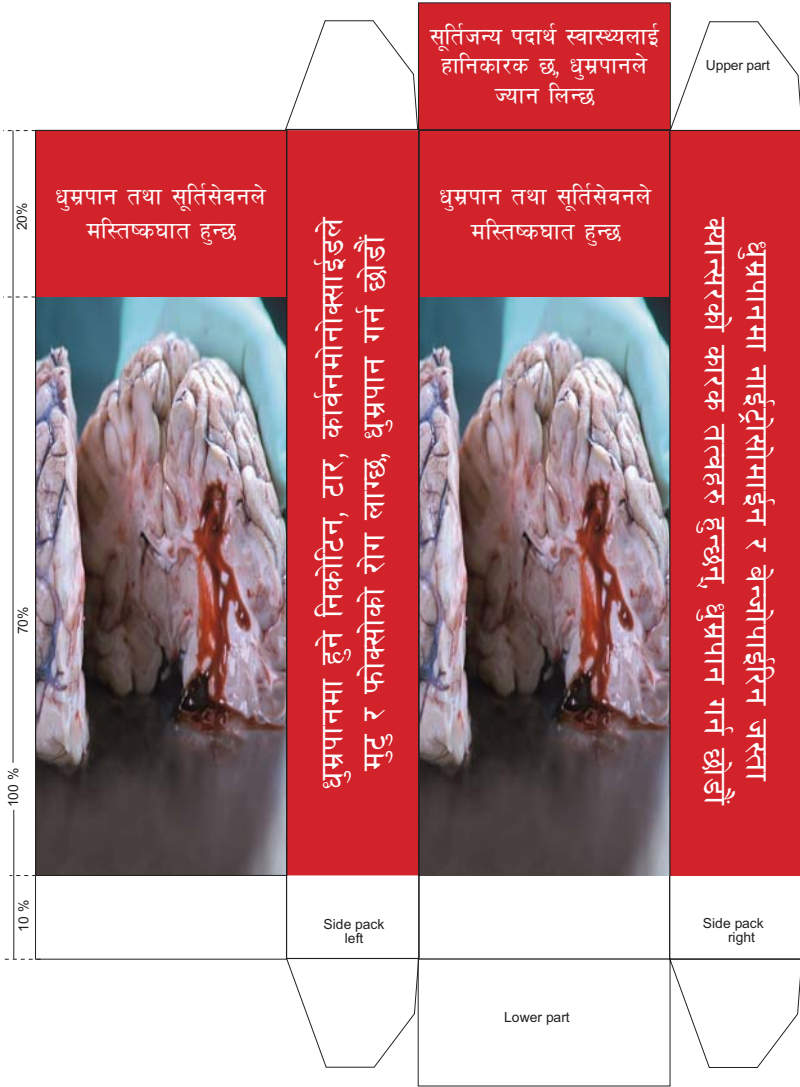
**Annexure – 4**  
**(Related to section 7)**

Design of box, packet & Wrappers of carton, parcel and packaging with Warning Message & Picture Related to section 7 sub-section (1) clause (A)



|   |   |  |  |
|---|---|--|--|
| <b>Color Percentage</b>   |   | <b>Font</b>  |  |
|  | Text Color<br>C=0%, M=0%, Y=0%, K=0%            | <b>Principal area -front &amp; back:</b> Preeti font, Size 30pt.   |  |
|  | Background Color<br>C=15%, M=100%, Y=100%, K=0% | <b>Side pack-upper part:</b> Preeti font, Size 30pt.   |  |
|   |   | <b>Side pack-left &amp; right:</b> Preeti font, Size 40pt.   |  |
|   |   | <b>Picture Color</b>  |  |

Related to section 7 sub-section (1) clause (B)



**Color Percentage**



Text Color

C=0%, M=0%, Y=0%, K=0%



Background Color

C=15%, M=100%, Y=100%, K=0%

**Font**

Principal area -front & back: Preeti font, Size 30pt.

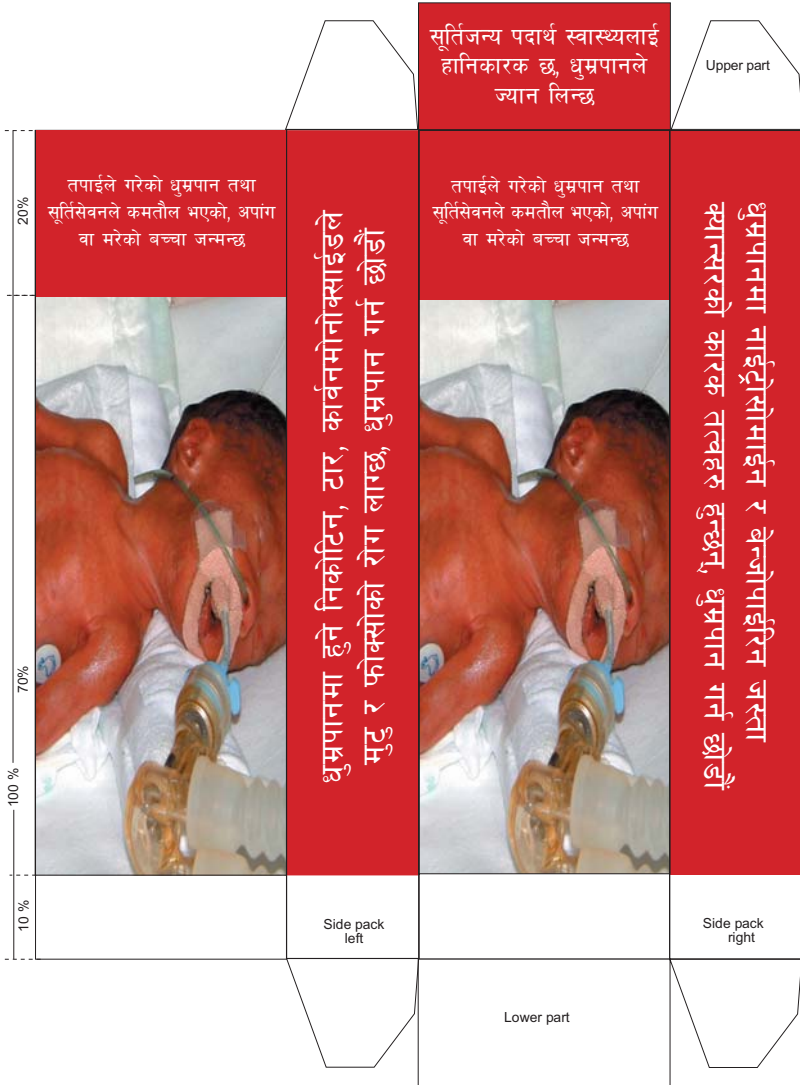
Side pack-upper part: Preeti font, Size 30pt.

Side pack-left & right: Preeti font, Size 40pt.


Picture Color




Related to section 7 sub-section (1) clause (C)




**Color Percentage**

 Text Color  
C=0%, M=0%, Y=0%, K=0%

 Background Color  
C=15%, M=100%, Y=100%, K=0%

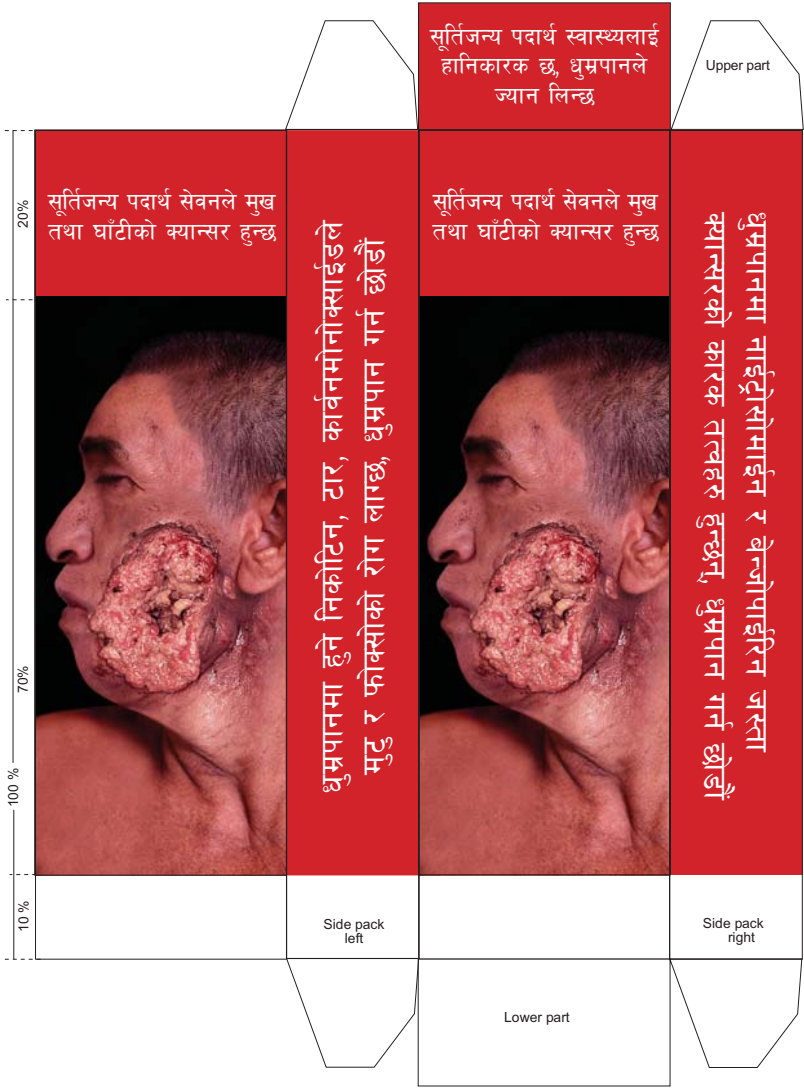
**Font**

Principal area -front & back: Preeti font, Size 30pt.  
Side pack-upper part: Preeti font, Size 30pt.  
Side pack-left & right: Preeti font, Size 40pt.

**Picture Color** 



Related to section 7 sub-section (1) clause (D)



**Color Percentage**



Text Color

C=0%, M=0%, Y=0%, K=0%



Background Color

C=15%, M=100%, Y=100%, K=0%

**Font**

Principal area -front & back: Preeti font, Size 30pt.

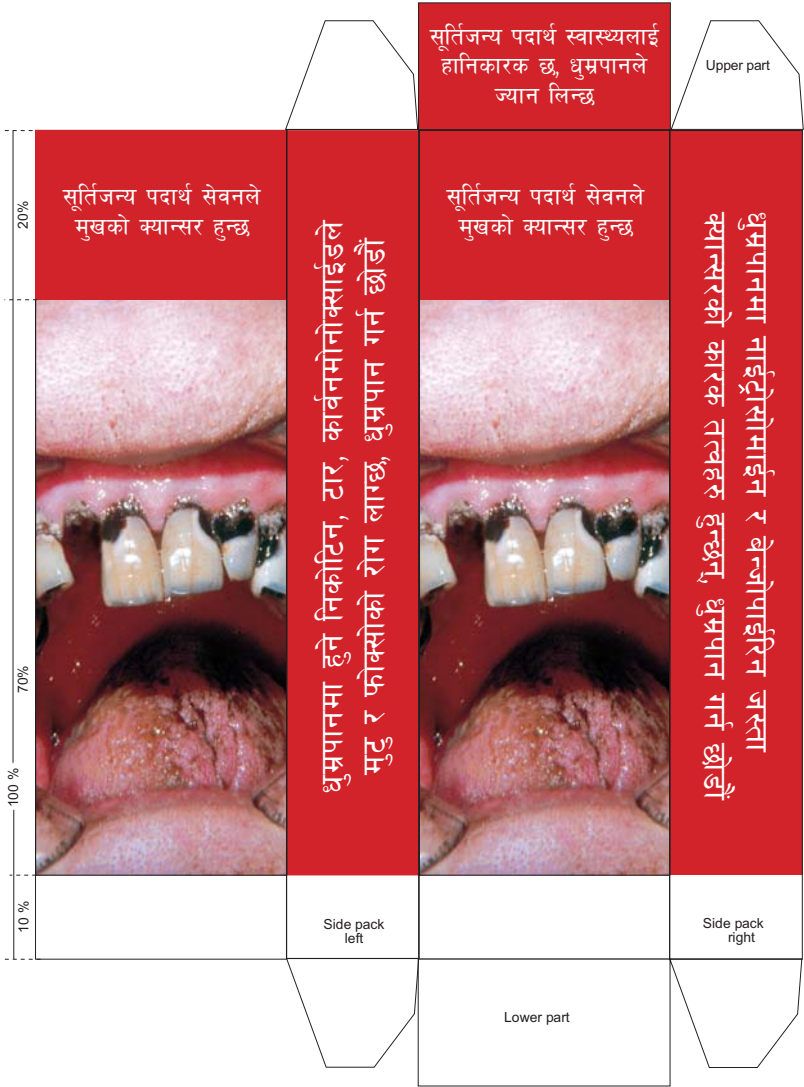
Side pack-upper part: Preeti font, Size 30pt.




Side pack-left & right: Preeti font, Size 40pt.

Picture Color



Related to section 7 sub-section (1) clause (E)



|   |   |  |   |
|---|---|--|---|
| <b>Color Percentage</b>   |   | <b>Font</b>  |   |
|  | Text Color<br>C=0%, M=0%, Y=0%, K=0%            | <b>Principal area -front &amp; back:</b> Preeti font, Size 30pt. |   |
|  | Background Color<br>C=15%, M=100%, Y=100%, K=0% | <b>Side pack-upper part:</b> Preeti font, Size 30pt.             |   |
|   |   | <b>Side pack-left &amp; right:</b> Preeti font, Size 40pt.       |   |
|   |   | <b>Picture Color</b>   |  |



