



No.M/23/2018

## केंद्रीय फिल्म प्रमाणन बोर्ड

सूचना और प्रसारण मंत्रालय  
भारत सरकार

9वीं मंजिल , फेस 1 ,  
फिल्म प्रभाग परिसर ,  
24, डॉ जी .देशमुख मार्ग,  
मुंबई - 400026

Date : 19-7-2018

Sir/ Madam,

With regard to the old anti tobacco films, as a need to refresh them was generally felt, I am directed to enclose herewith the link to a new health spot of duration 60 seconds. You may download the spot from <https://we.tl/noUpe9vNS6>.

The film has been forwarded by the Ministry of Health and Family Welfare with a request to exhibit it along with the films depicting smoking scenes. It may be noticed that the film carries a dual message i.e of anti smoking as per the provisions of COTPA (Cigarettes and Other Tobacco Products Act), 2003, and also promotes menstrual hygiene.

All film producer associations are requested to kindly inform their members to display this new health spot in place of the old health spot in all long films depicting smoking (in the beginning and in the intermission of the film) as per the mandated Rules, with immediate effect and till further orders.

It may please be noted that the health spot attached to the film should be in the same language as that of the film. As of now, the link contains only the health spot in Hindi language. Same health spot in other languages will also be sent soon.

This issues with the approval of the Chairman, CBFC.

Sincerely,

(Anurag Srivastava)

**Chief Executive Officer**

To,

1. All Film Producer Associations.
2. All Regional Officers, CBFC.
3. Notice Board/ Website.
2. The Joint Secretary (films), Ministry of I & B, New Delhi for information.
3. The Joint Secretary, Ministry of Health and Family Welfare, Nirman Bhavan, New Delhi for information.