



## केंद्रीय फिल्म प्रमाणन बोर्ड

सूचना और प्रसारण मंत्रालय

भारत सरकार

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

No. M/23/2024

Date : 08-08-2024

To,  
The Regional Officer/ Addl. Regional Officer,  
Central Board of Film Certification,  
Mumbai/ Chennai/ Kolkata/ Bengaluru/ Hyderabad/  
Thiruvananthapuram/ Delhi/ Cuttack/ Guwahati

Subject - Rotation/Replacement of Anti-tobacco health spots in films and television programmes as mandated under Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply, and Distribution) Rules, 2004 - reg.

Sir/Madam,

1. On the afore-mentioned subject, please find enclosed the Ministry of Health and Family Welfare's letter F.No. P-16013/05/2018-TC dated 5<sup>th</sup> July 2024. Vide said letter, the MoHFW has requested to replace the old health spots and display new Health Spots in all films being certified by CBFC, as per the mandated Rules under COTPA 2003. In continuation to the letter dated 5<sup>th</sup> July 2024, the Ministry of Health and Family Welfare also sent an email on 18<sup>th</sup> July 2024, sharing links to new video health spots in 15 other languages in addition to Hindi and English.
2. Below are the links to new health spots shared by the MoHFW, namely "Main Bhi Sunita" and "When You Quit". These two health spots (total duration of 60 seconds) may be used to replace the old health spots in all films at the beginning and in the middle of the film (after interval). The links to new health spots shall also be shared on the CBFC website for the applicants/filmmakers to download directly.

The link ( MOV and MP4 file) of the mentioned health spots in Hindi and English are as under -

Broadcast versions of the " **Main Bhi Sunita (Khaini testimonial)** " video spot in **Hindi and English**

<https://drive.google.com/drive/folders/186m62edBxd0V6tXpmxWVNjkcQitmASLg?usp=sharing>

Broadcast versions of the " **When You Quit** " video spot in Hindi and English

<https://drive.google.com/drive/folders/1n7JiCC6iOGHNVDLtlJWps9WpYpCoFI?usp=sharing>

The link ( MOV and MP4 file) of the mentioned health spots in 15 other regional languages are as under -

Main Bhi Sunita - 15 languages (there are two folders, one for .MOV and one for .MP4 broadcast files)

When You Quit - 15 languages (there are two folders, one for .MOV and one for .MP4 broadcast files)

[https://drive.google.com/drive/folders/1yA6LeHGTCcZhW5dIxKSVcQVh7NLYYNE1?usp=drive\\_link](https://drive.google.com/drive/folders/1yA6LeHGTCcZhW5dIxKSVcQVh7NLYYNE1?usp=drive_link)

3. To alleviate any financial burden on applicants and filmmakers for immediate compliance, it was suggested to the Ministry of Health and Family Welfare (MoHFW) that the applicants/filmmakers shall comply with displaying new health spots, at the beginning and middle of the film/television programmes, starting from 10<sup>th</sup> August 2024 onwards. Accordingly, CBFC shall begin accepting applications for film certification, submitted on or after 10<sup>th</sup> August 2024, with the new health spots and will issue certificates accordingly.

Yours faithfully,



( Govind Mishra )

Sr. Administrative Officer

Encl. - as above.