

A SURVEY has found that tobacco companies in Mumbai have found a glitzy way of advertising their wares. The display boards, commissioned and maintained by

tobacco companies, have not just gone up in number across the city, but also violate the regulations laid down in the Cigarettes and Other Tobacco Products (Prohibition) Act of 2003. The finding was revealed in a survey by the Cancer Patient Aid Association (CPAA) conducted between May and July this year. The CPAA, a voluntary organisation that helps cancer patients, has

found that ever since the tobacco law came into effect in 2005, there has been a striking increase in the display boards at points of sale, and about 65 per cent of these boards were bigger than the size set by the law. The Act says the boards can only be put up outside outlets selling cigarettes and should not exceed 60 cm x 45 cm