

# Tobacco industry corporate social responsibility activities amid COVID-19 pandemic in India

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► Additional supplemental material is published online only. To view, please visit the journal online (<http://dx.doi.org/10.1136/tobaccocontrol-2020-056419>).

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Received 10 December 2020  
Revised 18 January 2021  
Accepted 26 January 2021

In India, nearly 29% of adults (over 42% of men and 14% of women) aged 15 or above use tobacco daily or occasionally.<sup>1</sup> Out of 100 million smokers, nearly 40 million smoke cigarettes. ITC (British American Tobacco's India affiliate) dominates the Indian-manufactured cigarette market with 77% market share,<sup>2</sup> while Godfrey Phillips India (Phillip Morris International's India affiliate) controls 13% of the market.<sup>3</sup> In terms of volume, however, bidi (also beedi, a forest tree leaf hand-rolled indigenous cigarillo using sun-cured flaked tobacco) dominates the smoking landscape. In 2014, it is estimated that nearly 550 billion<sup>4</sup> bidis were made by women and children in the poorest parts of India.<sup>5</sup>

In addition, nearly 200 million adults use smokeless tobacco (SLT).<sup>1</sup> SLT is the most widely consumed tobacco product in the country that is homemade, largely unregulated, untaxed and sold locally. About 30% of the SLT market consists of commercially manufactured products, where Dharampal Satyapal Group (DS Group) enjoys a large market share.<sup>6</sup>

Historically, the Indian tobacco industry has spent large sums in aggressively marketing and advertising its products.<sup>7</sup> With the coming into force of the Cigarettes and Other Tobacco Products Act, 2003 (COTPA), however, all forms of direct and indirect tobacco advertising were prohibited in India.<sup>8</sup> In particular, section 5, clause 3, subclause (b) of COTPA prescribed that:

No person, shall, under a contract or otherwise promote or agree to promote the use or consumption of...(b) any trade mark or brand name of cigarettes or any other tobacco product in exchange for a sponsorship, gift, prize or scholarship given or agreed to be given by another person.<sup>8</sup>

Article 13 of the WHO Framework Convention on Tobacco Control (WHO FCTC)<sup>9</sup> considers corporate social responsibility (CSR) activities to be a form of tobacco advertising and recommends its prohibition by all Parties to the Treaty.<sup>10</sup> In the corporate world, CSR is understood as a management concept through which companies achieve a balance of economic, environmental and social imperatives when addressing the expectations of shareholders and stakeholders.<sup>11</sup> WHO considers the tobacco industry and corporate responsibility as inherently contradictory<sup>12</sup> because the core functions of these companies are in direct conflict with public health.<sup>13</sup> However, while COTPA completely prohibited any form of direct and indirect advertisement, the Government of India revised the country's Companies Act in 2013<sup>14</sup> and required

all large companies to spend at least 2% of their average net profit in the previous 3 years on CSR activities permissible under the Schedule VII of the Act (online supplemental table S1).<sup>15</sup>

This conflict between the Companies Act and the provisions of COTPA and the FCTC's recommended ban on tobacco industry CSR activities was presented in 2016 before the Madras High Court by the Tamil Nadu Peoples' Forum for Tobacco Control, a Chennai-based tobacco control group.<sup>16</sup> In response, the Ministry of Health and Family Welfare constituted a nine-member interministerial panel to devise a mechanism to prevent the tobacco industry from deriving promotional benefits from their Companies Act-required CSR activities.<sup>17</sup> On 16 May 2016, the Ministry of Corporate Affairs issued a circular clarifying that all companies, while undertaking CSR activities, shall not contravene any existing laws including COTPA.<sup>18</sup> This effectively meant that all companies while doing CSR must conform to the ban on direct and indirect advertising, promotion and sponsorship of tobacco products.

Funding disaster relief is one of the important aspects of tobacco industry's CSR efforts, including during droughts,<sup>19</sup> floods,<sup>20</sup> cyclone,<sup>21</sup> earthquake<sup>22</sup> and tsunami<sup>22</sup> situations. On 30 January 2020, Kerala became the first state with the first COVID-19-positive case. As of 26 November 2020, COVID-19 has killed 141 772 individuals in India, while infecting 9 625 599 others.<sup>23</sup> This Industry Watch illustrates how tobacco companies have exploited the COVID-19 pandemic to build their socially responsible corporate image and discusses how this use of CSR threatens tobacco control progress made in India.<sup>24 25</sup>

An online search of national and regional newspapers, including online news outlets, using tobacco company names yielded 53 news reports of CSR activities undertaken by Indian tobacco companies between March 2020 and June 2020 (online supplemental table S2). Based on the specific activities and events from the search results, we further looked at social media accounts related to the key names and events for any mention of the CSR activities by such tobacco companies.

Overall the Indian tobacco industry committed about US\$36.7 million in donations to various government funds, including the 'Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund' (PM CARES Fund) of the Government of India and the Chief Minister's Relief Fund of different state governments in the country (table 1).



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**To cite:** Yadav A, Lal P, Sharma R, et al. *Tob Control* Epub ahead of print: [please include Day Month Year]. doi:10.1136/tobaccocontrol-2020-056419

**Table 1** CSR activities by tobacco industry in India during COVID-19

Name of company	Amount (US\$, in 000)	Type of support	Partners
Donation to PM CARES Fund			
ITC	13212	PM CARES Fund	Government of India
Dharampal Satyapal	2642	PM CARES Fund and other organisation fighting against coronavirus	Government of India; Gurudwara Prabandhak Samiti
Donation to Chief Minister's Relief Fund			
Deccan Tobacco Company	33	Andhra Pradesh Chief Minister's Relief Fund	Government of Andhra Pradesh
ITC	264	Karnataka Chief Minister's Relief Fund	Government of Karnataka
ITC	264	Tamil Nadu Chief Minister's Relief Fund	Government of Tamil Nadu
ITC	264	Maharashtra Chief Minister's Relief Fund	Government of Maharashtra
VST Industries	132	Telangana Chief Minister's Relief Fund	Government of Telangana
Donation to health and hospital administration			
Gujarat Tobacco Merchants Association	24	Portable ventilator machines	Kheda Government Civil Hospital, Gujarat
ITC	In kind	Support Bharat Heavy Electricals (BHEL) to operationalise a 30-bed temporary centre for COVID-19 in Haridwar, Uttarakhand	BHEL is a public sector undertaking
Donation to administration			
Godfrey Phillips India	In kind	Masks for front-line COVID-19 workers in Srinagar	Srinagar District Administration
Godfrey Phillips India	In kind	Personal protective equipment to Inspector General of Police Kashmir for use among the police staff	Jammu and Kashmir Police Department
Awareness targeting kids and women			
ITC	In kind	Awareness among kids about the five steps to prevent the spread of COVID-19 brings out the 'Do the 5' song	Green Gold Animations, the creator of cartoon series <i>Chhota Bheem</i>
ITC	In kind	Awareness on handwashing with the state government of Kerala to help 'Break the Chain'	Government of Kerala
ITC	In kind	Salutes mothers with 'Stay Strong Moms' campaign through virtual music concert	Leading singers of the Indian film industry
Essential commodities and food items			
ITC	In kind	Food and hygiene essentials across 17 states of India	State, district, local administration, 'Child Rights and You (CRY), SOS Children's Villages India and other NGOs
ITC	In kind	Distribution of milk for children in Kolkata	Save the Children India, The Hope Foundation India and SOS Children's Villages of India
ITC	In kind	Distribution of free meals and groceries	Government of Telangana
ITC	In kind	Help customers order grocery essentials	Domino's, Zomato, Dunzo, Swiggy, Apna Complex, MyGate, NoBroker and Azgo
ITC	In kind	Juices and soaps for the police department in Srinagar	Jammu and Kashmir Police Department
ITC	In kind	17000 refreshment kits containing fruit juice, milkshake and chocolates for corona warriors in Bengaluru	Municipal Corporation of Greater Bengaluru
Self-administered contingency fund			
ITC	19817	COVID-19 contingency fund for vulnerable sections of society	State, district and local administration besides NGOs

CSR, corporate social responsibility; NGOs, non-governmental organisations; PM CARES Fund, Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund.

ITC was the biggest cash and in kind CSR contributor during this period. These CSR contributions by various tobacco companies were publicised in leading newspapers and mentioned on high-profile Twitter accounts, including from the Twitter handle of the Prime Minister of India<sup>26</sup> and his Cabinet colleague and the Minister of Railways and of Commerce and Industry.<sup>27</sup> The Chief Ministers of Karnataka<sup>28</sup> and Maharashtra<sup>29</sup> also took to the microblogging site to thank ITC (online supplemental table S2). ITC also partnered with other government agencies and local administration, including the Bharat Heavy Electricals, a public sector undertaking, in the operation of a temporary health centre for COVID-19 and distributed refreshments to healthcare workers through Bruhat Bengaluru Mahanagara Palike (Municipal Corporation). The commissioner of the corporation used Twitter to thank ITC.<sup>30</sup> Other cigarette and SLT companies also donated in cash and in kind to district administration,<sup>31</sup> local hospital administration,<sup>32</sup> PM CARES and Chief Minister's Relief Funds.<sup>33</sup> All tobacco companies indulged in CSR activities and extensively engaged with all stakeholders, including the Government of India, state governments, non-governmental

organisations, celebrities and trade groups, as part of the CSR collaboration during COVID-19 (table 1).<sup>34,35</sup>

While such contributions may have been welcome during a crisis, tobacco companies benefited by using the CSR to enhance their corporate brand in violation of COTPA. All tobacco companies used corporate trademarks in such CSR activities, a corporate branding also used on their tobacco products; for example, ITC uses the 'ITC' trademark on all tobacco and non-tobacco products, and similarly 'Godfrey Phillips' and 'DS Group' use the same trademark across all types of products.

These instances of CSR activities by Indian tobacco companies, especially the use of companies' trademarks, not only constitute breaches of COTPA section 5 (3)(b), but also Article 13 of the WHO FCTC and the guidelines adopted for its implementation. In addition, these industry CSR-related interactions with government figures also contravene the intent of the WHO FCTC Article 5.3 and its guidelines, which have been adopted and implemented in 13 Indian states that prohibit such interactions (online supplemental table S3).<sup>36</sup> Noting the CSR activities by the Indian tobacco companies, the India Tobacco

Industry Interference Index 2020 reported that the industry has continued to exert its influence on the government through sponsorship and CSR.<sup>25</sup>

In the interest of public health, mandatory CSR activities, under the Companies Act, should be banned for tobacco companies and instead an equivalent amount should be collected as a direct government levy of 2% on the net profits of tobacco companies. This funding could then be distributed by the state to be allocated for tobacco control and other public health purposes (potentially also including COVID-19 relief) as done by Thailand<sup>37</sup> and Victoria in Australia.<sup>38</sup> Such an approach, which eliminates the tobacco industry's choice over how such monies are spent, reduces the CSR-related opportunities for corporate image enhancement and minimises CSR-related policy influence. It would also be consistent with India's obligations under both Article 5.3 and Article 13 of the WHO FCTC and its commitments made to protect people from harms of tobacco under COTPA. Policymakers should not permit tobacco companies to continue exploiting public health emergencies for corporate gain.

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**Contributors** AY and PL had the idea for this communication. AY and PL drafted the manuscript. AY and RS collated the data. AP and RJS critically reviewed different versions of the manuscript. AY and PL contributed to the revisions and final manuscript in its present form.

**Funding** The authors have not declared a specific grant for this research from any funding agency in the public, commercial or not-for-profit sectors.

**Competing interests** None declared.

**Patient consent for publication** Not required.

**Provenance and peer review** Not commissioned; internally peer reviewed.

**Data availability statement** All data are available from sources cited in the text or online supplemental file.

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**Table S1: Permissible CSR activities under the Companies Act 2013**

1.	<i>Eradicating hunger, poverty and malnutrition.</i>
2.	<i>Promoting preventive health care and sanitation.</i>
3.	<i>Safe drinking water.</i>
4.	<i>Promoting education, employment enhancing vocation skills and livelihood enhancement projects.</i>
5.	<i>Promoting gender equality, empowering women, setting up homes and hostels for women and orphans.</i>
6.	<i>Setting up old age homes, day care centres and such other facilities for senior citizens.</i>
7.	<i>Reducing inequalities faced by socially and economically backward groups.</i>
8.	<i>Ensuring environmental sustainability and animal welfare.</i>
9.	<i>Protection of national heritage, art and culture, setting up public libraries.</i>
10.	<i>Measures for the benefit of armed forces veterans, war widows and their dependents.</i>
11.	<i>Training to promote rural, national, Paralympic and Olympic sports.</i>
12.	<i>Contribution to the Prime Minister's National Relief Fund or any other fund of the Central Government.</i>
13.	<i>Contributions or funds provided to government approved technology incubators in academic institutions.</i>
14.	<i>Rural development projects.</i>

**Table S2: Media impression of the CSR activities by the Indian tobacco industry**

Date	Media outlet	Tobacco Company	Type of support	Partners	URL
23-Mar-20	India Education Diary	ITC Limited	Awareness on handwashing-Savlon partners with the State Government of Kerala to help 'Break the Chain'	Government of Kerala	<a href="https://indiaeducationdiary.in/itc-savlon-partners-with-the-state-government-of-kerala-to-help-break-the-chain/">https://indiaeducationdiary.in/itc-savlon-partners-with-the-state-government-of-kerala-to-help-break-the-chain/</a>
23-Mar-20	India CSR	ITC Limited	Provide free supply of "Savlon" Hand Wash (Hygiene essential supplies)	Government of Kerala	<a href="https://indiacr.in/csr-itc-savlon-partners-with-the-kerala-to-help-break-the-chain/">https://indiacr.in/csr-itc-savlon-partners-with-the-kerala-to-help-break-the-chain/</a>
27-Mar-20	Economic Times	ITC Limited	Contingency fund: Announced Rs 150 crore COVID-19 contingency fund for vulnerable sections of society	State, district and local administration besides NGOs	<a href="https://economictimes.indiatimes.com/news/company/corporate-trends/itc-to-set-up-rs-150-crore-covid-19-contingency-fund-for-vulnerable-sections-of-society/articleshow/74841727.cms">https://economictimes.indiatimes.com/news/company/corporate-trends/itc-to-set-up-rs-150-crore-covid-19-contingency-fund-for-vulnerable-sections-of-society/articleshow/74841727.cms</a>
27-Mar-20	Live Mint	ITC Limited	Covid-19: ITC sets up Rs 150 crore contingency fund	State, district and local administration besides NGOs	<a href="https://www.livemint.com/news/india/covid-19-itc-sets-up-rs-150-crore-contingency-fund-11585290674766.html">https://www.livemint.com/news/india/covid-19-itc-sets-up-rs-150-crore-contingency-fund-11585290674766.html</a>
27-Mar-20	Asian Age	ITC Limited	ITC announces Rs 150 crore COVID-19 contingency fund	State, district and local administration besides NGOs	<a href="https://www.asianage.com/business/companies/270320/itc-announces-rs-150-crore-covid-19-contingency-fund.html">https://www.asianage.com/business/companies/270320/itc-announces-rs-150-crore-covid-19-contingency-fund.html</a>
27-Mar-20	News 18	ITC Limited	ITC Pledges Rs 150 Crore Coronavirus Fund for the Underprivileged	State, district and local administration besides NGOs	<a href="https://www.news18.com/news/business/itc-pledges-rs-150-crore-coronavirus-fund-for-the-underprivileged-2553363.html">https://www.news18.com/news/business/itc-pledges-rs-150-crore-coronavirus-fund-for-the-underprivileged-2553363.html</a>
27-Mar-20	Business Standard	ITC Limited	Coronavirus: ITC's Sanjiv Puri lines up Rs 150 crore contingency fund	State, district and local administration besides NGOs	<a href="https://www.business-standard.com/article/companies/coronavirus-itc-s-sanjiv-puri-lines-up-rs-150-crore-contingency-fund-120032700737_1.html">https://www.business-standard.com/article/companies/coronavirus-itc-s-sanjiv-puri-lines-up-rs-150-crore-contingency-fund-120032700737_1.html</a>
27-Mar-20	Business Today	ITC Limited	Coronavirus impact: ITC sets up Rs 150 crore fund to help the poor	State, district and local administration besides NGOs	<a href="https://www.businesstoday.in/latest/trends/coronavirus-impact-itc-sets-up-rs-150-crore-fund-to-help-the-poor/story/399391.html">https://www.businesstoday.in/latest/trends/coronavirus-impact-itc-sets-up-rs-150-crore-fund-to-help-the-poor/story/399391.html</a>
27-Mar-20	CNBC TV 18	ITC Limited	War against coronavirus: How India Inc is helping with funds, medical gear and efforts	State, district and local administration besides NGOs	<a href="https://www.cnbctv18.com/healthcare/hospital-money-and-equipment-how-india-inc-is-assisting-coronavirus-fight-5581691.htm">https://www.cnbctv18.com/healthcare/hospital-money-and-equipment-how-india-inc-is-assisting-coronavirus-fight-5581691.htm</a>
27-Mar-20	The Week	ITC Limited	How Indian companies are pitching in to fight COVID-19	State, district and local administration besides NGOs	<a href="https://www.theweek.in/news/biz-tech/2020/03/30/how-indian-companies-are-pitching-in-to-fight-covid-19.html">https://www.theweek.in/news/biz-tech/2020/03/30/how-indian-companies-are-pitching-in-to-fight-covid-19.html</a>
27-Mar-20	Outlook	ITC Limited	ITC setting up Rs 150 crore COVID-19 fund for underprivileged	State, district and local administration besides NGOs	<a href="https://www.outlookindia.com/newscroll/itc-setting-up-rs-150-crore-covid19-fund-for-underprivileged/1781647">https://www.outlookindia.com/newscroll/itc-setting-up-rs-150-crore-covid19-fund-for-underprivileged/1781647</a>

27-Mar-20	Hotelier India	ITC Limited	India's biggest hoteliers share their insights on COVID-19 crisis and expectations from the government	State, district and local administration besides NGOs	<a href="https://www.hotelierindia.com/business/10557-indias-biggest-hoteliers-share-their-insights-on-covid-19-crisis-and-expectations-from-the-government">https://www.hotelierindia.com/business/10557-indias-biggest-hoteliers-share-their-insights-on-covid-19-crisis-and-expectations-from-the-government</a>
27-Mar-20	Your Story	ITC Limited	ITC setting up Rs 150 crore COVID-19 fund for underprivileged	State, district and local administration besides NGOs	<a href="https://yourstory.com/2020/03/itc-rs-150-crore-covid19-fund-underprivileged-coronavirus">https://yourstory.com/2020/03/itc-rs-150-crore-covid19-fund-underprivileged-coronavirus</a>
27-Mar-20	Money Control	ITC Limited	ITC setting up Rs 150 crore COVID-19 fund for underprivileged people	State, district and local administration besides NGOs	<a href="https://www.moneycontrol.com/news/business/itc-setting-up-rs-150-crore-covid-19-fund-for-underprivileged-people-5079211.html">https://www.moneycontrol.com/news/business/itc-setting-up-rs-150-crore-covid-19-fund-for-underprivileged-people-5079211.html</a>
27-Mar-20	Inventiva	ITC Limited	ITC setting up Rs 150 crore COVID-19 fund for underprivileged	State, district and local administration besides NGOs	<a href="https://www.inventiva.co.in/trends/surbhi/itc-setting-up-rs-150-crore-covid-19-fund-for-underprivileged/">https://www.inventiva.co.in/trends/surbhi/itc-setting-up-rs-150-crore-covid-19-fund-for-underprivileged/</a>
1-Apr-20	Twitter: Narendra Modi, Prime Minister of India	ITC Limited	100 crores to the PM CARES Fund: Prime Minister thanks ITC-for the unwavering commitment to win this battle against COVID-19. Grateful for the contribution to PM-CARES	Government of India	<a href="https://twitter.com/narendramodi/status/1245332879485202432">https://twitter.com/narendramodi/status/1245332879485202432</a>
1-Apr-20	Twitter: Piyush Goyal Minister of Railways and Commerce & Industry	ITC Limited	Commendable initiative by @ITCCorpCom , for contributing ₹100 crore to the PM-CARES fund. These resources will be of great assistance to further strengthen our medical facilities & services and will help mitigate the impact of the pandemic on the poor.	Government of India	<a href="https://twitter.com/PiyushGoyal/status/1245347450677682176">https://twitter.com/PiyushGoyal/status/1245347450677682176</a>
2-Apr-20	Invest India	ITC Limited	100 crores to the PM-CARES Fund	Government of India	<a href="https://www.investindia.gov.in/team-india-blogs/indian-companies-contributing-pm-cares-fund-fight-covid-19">https://www.investindia.gov.in/team-india-blogs/indian-companies-contributing-pm-cares-fund-fight-covid-19</a>
4-Apr-20	The Hindu Business Line	ITC Limited	ITC's food division curates 'Boxes of Hope and Happiness' during Covid-19	State, district and local administration besides NGOs	<a href="https://www.thehindubusinessline.com/companies/itcs-food-division-curates-boxes-of-hope-and-happiness-during-covid-19/article31256123.ece">https://www.thehindubusinessline.com/companies/itcs-food-division-curates-boxes-of-hope-and-happiness-during-covid-19/article31256123.ece</a>
4-Apr-20	Telangana Today	VST Industries Ltd	One crore donation to Telangana Chief Minister Relief Fund	Government of Telangana	<a href="https://telanganatoday.com/donations-pour-in-as-more-join-fight-against-covid-19">https://telanganatoday.com/donations-pour-in-as-more-join-fight-against-covid-19</a>
5-Apr-20	Hindustan Times	ITC Limited	ITC's boxes of 'hope' and 'happiness' to provide essential supplies to the elderly amid Covid-19 lockdown	State, district and local administration besides NGOs	<a href="https://www.hindustantimes.com/india-news/itc-s-boxes-of-hope-and-happiness-to-provide-essential-supplies-to-the-elderly-amid-covid-19-lockdown/story-AzWnq8E2qhookrqUSS72DK.html?fbclid=IwAR0FBd0b7r8Ad0hPU71xD-RLciULmeGDfNa2caJ4t0cj4H24w-h5u66jml8">https://www.hindustantimes.com/india-news/itc-s-boxes-of-hope-and-happiness-to-provide-essential-supplies-to-the-elderly-amid-covid-19-lockdown/story-AzWnq8E2qhookrqUSS72DK.html?fbclid=IwAR0FBd0b7r8Ad0hPU71xD-RLciULmeGDfNa2caJ4t0cj4H24w-h5u66jml8</a>

5-Apr-20	English Jagaran	ITC Limited	ITC's food division curates Aashirvaad Box of Hope' and 'Sunfeast Box of Happiness' during COVID-19	State, district and local administration besides NGOs	<a href="https://english.jagran.com/business/itsc-foods-division-specially-curates-boxes-of-hope-and-happiness-during-covid19-10010387">https://english.jagran.com/business/itsc-foods-division-specially-curates-boxes-of-hope-and-happiness-during-covid19-10010387</a>
6-Apr-20	The Hindu	Deccan Tobacco Company	25 lakhs donation to Andhra Pradesh Chief Minister's Relief Fund	Government of Andhra Pradesh	<a href="https://www.thehindu.com/news/national/andhra-pradesh/dtc-donates-25-lakh-to-cmrf/article31272382.ece">https://www.thehindu.com/news/national/andhra-pradesh/dtc-donates-25-lakh-to-cmrf/article31272382.ece</a>
8-Apr-20	UNI India	ITC Limited	Distribution of Aashirvaad Svasti Milk in Kolkata in collaboration with NGOs in ensuring that a glass of milk reaches children in need in Kolkata	Save the Children India, The Hope Foundation India, SOS Children's Villages of India and ASSI India	<a href="http://www.uniindia.com/itc-s-aashirvaad-svasti-pledges-its-vit-a-fortified-milk-for-kolkata-children-during-the-lockdown/east/news/1946455.html?fbclid=IwAR3dDq2CijOXcFrQg1v1ocRS80cG1kqaOhH7L1-CigctJWfXMXrOvEqFOk0">http://www.uniindia.com/itc-s-aashirvaad-svasti-pledges-its-vit-a-fortified-milk-for-kolkata-children-during-the-lockdown/east/news/1946455.html?fbclid=IwAR3dDq2CijOXcFrQg1v1ocRS80cG1kqaOhH7L1-CigctJWfXMXrOvEqFOk0</a>
8-Apr-20	Deccan Herald	ITC Limited	Hospitality firms launch slew of initiatives to help in times of COVID-19 pandemic	State, district and local administration besides NGOs	<a href="https://www.deccanherald.com/business/business-news/hospitality-firms-launch-slew-of-initiatives-to-help-in-times-of-covid-19-pandemic-822833.html">https://www.deccanherald.com/business/business-news/hospitality-firms-launch-slew-of-initiatives-to-help-in-times-of-covid-19-pandemic-822833.html</a>
8-Apr-20	Business Traveller	ITC Limited	Distribute essential food items like atta, noodles, biscuits, juices and hygiene products to people in distress	State, district and local administration besides NGOs	<a href="https://www.businesstraveller.com/business-travel/2020/04/08/itc-hotels-offers-food-distribution-and-quarantine-facilities/">https://www.businesstraveller.com/business-travel/2020/04/08/itc-hotels-offers-food-distribution-and-quarantine-facilities/</a>
9-Apr-20	Local newspaper	Gujarat Tobacco Merchants Association	Donation of Portable Ventilator Machines and Other technologies worth Rs. 18 lacs to the Kheda govt. Civil Hospital and other things as fridge, A/C and TV as part of COVID 19 response.	Kheda Government Civil Hospital, Gujarat	<a href="https://drive.google.com/file/d/1jmtEZyFZhsaZ9VeiMS_VsJzMg02aSrFz/view">https://drive.google.com/file/d/1jmtEZyFZhsaZ9VeiMS_VsJzMg02aSrFz/view</a>
9-Apr-20	Businessworld	ITC Limited	Provides Meals, Food Products & Hygiene Essentials To Needy Across 17 States	State, district and local administration besides NGOs	<a href="http://www.businessworld.in/article/ITC-provides-Meals-Food-Products-Hygiene-Essentials-To-Needy-Across-17-States/09-04-2020-188715/">http://www.businessworld.in/article/ITC-provides-Meals-Food-Products-Hygiene-Essentials-To-Needy-Across-17-States/09-04-2020-188715/</a>
9-Apr-20	Exchange 4 Media	ITC Limited	Provides Meals, Food Products & Hygiene Essentials To Needy Across 17 States	State, district and local administration besides NGOs	<a href="https://www.exchange4media.com/marketing-news/itc-provides-meals-food-products-hygiene-essentials-to-the-needy-across-17-states-103892.html">https://www.exchange4media.com/marketing-news/itc-provides-meals-food-products-hygiene-essentials-to-the-needy-across-17-states-103892.html</a>
10-Apr-20	The Hindu Business Line	ITC Limited	Launches Savlon Hexa hand sanitizing liquid and increase production of hand sanitizer to help fight COVID-19 transmission		<a href="https://www.thehindubusinessline.com/companies/itc-launches-savlon-hexa-hand-sanitising-liquid/article31309851.ece">https://www.thehindubusinessline.com/companies/itc-launches-savlon-hexa-hand-sanitising-liquid/article31309851.ece</a>
10-Apr-20	Financial Express	ITC Limited	More than one million pieces of Savlon soaps, 3 lakh packets of YiPee! noodles, nearly 6 lakh packets of Sunfeast biscuits and 1.5 lakh packs of B Natural fruit juices (have been) delivered to district authorities in 17 states	State, district and local administration besides NGOs	<a href="https://www.financialexpress.com/industry/itc-working-with-17-states-for-essential-supplies/1924015/">https://www.financialexpress.com/industry/itc-working-with-17-states-for-essential-supplies/1924015/</a>



			through 150 crore contingency fund		
11-Apr-20	Brand Equity Economic Times	ITC Limited	Salutes mothers with 'Stay Strong Moms' campaign in collaboration with various female artists	Padma Shri Kavita Krishnamurthy, Padma Shri Usha Uthup, Akriti Kakar, Harshdeep Kaur, Anweshaa, Ankita Bhattacharyya, Ankita Kundu and Gayatri Kunal Ganjawala	<a href="https://brandequity.economictimes.indiatimes.com/news/marketing/itc-salutes-mothers-with-stay-strong-moms-campaign/75403299">https://brandequity.economictimes.indiatimes.com/news/marketing/itc-salutes-mothers-with-stay-strong-moms-campaign/75403299</a>
13-Apr-20	The Hindu Business Line	ITC Limited	Paperboard unit in Telangana distributed free meals and groceries; 500 sets of masks and hand gloves; sanitizers (as per WHO Standards) to health workers in Secunderabad; 150 isolation kits	Government of Telangana	<a href="https://www.thehindubusinessline.com/companies/itcs-paperboards-unit-lends-support-to-telangana-govts-fight-against-covid-19/article31330943.ece">https://www.thehindubusinessline.com/companies/itcs-paperboards-unit-lends-support-to-telangana-govts-fight-against-covid-19/article31330943.ece</a>
16-Apr-20	Brand Equity Economic Times	ITC Limited	5 essential habits - Jelimals: To bring awareness among kids about the 5 steps to prevent the spread of COVID-19, ITC's confectionery brand Jelimals has teamed up with Chhota Bheem to bring out the 'Do the 5' song.	Green Gold Animations the creator of cartoon series Chhota Bheem	<a href="https://brandequity.economictimes.indiatimes.com/news/marketing/itc-jelimals-chhota-bheem-spread-covid-19-awareness-to-kids/75163127">https://brandequity.economictimes.indiatimes.com/news/marketing/itc-jelimals-chhota-bheem-spread-covid-19-awareness-to-kids/75163127</a>
17-Apr-20	Live Mint	ITC Limited	TC Foods has partnered with food delivery companies and housing societies to help customers order everyday grocery essentials	Food delivery company Domino's e-commerce companies like Zomato, Dunzo, and Swiggy and housing societies in metros like Apna Complex, My gate, No broker and Azgo	<a href="https://www.livemint.com/industry/retail/itc-foods-domino-s-partner-to-deliver-groceries-11585820141945.html">https://www.livemint.com/industry/retail/itc-foods-domino-s-partner-to-deliver-groceries-11585820141945.html</a>
17-Apr-20	Financial Express	ITC Limited	TC Foods has partnered with food delivery companies and housing societies to help customers order everyday grocery essentials	Food delivery company Domino's e-commerce companies like Zomato, Dunzo, and Swiggy and housing societies in metros like Apna Complex, My gate, No broker and Azgo	<a href="https://www.financialexpress.com/industry/itc-turns-to-food-trucks-online-platform-to-deliver-essentials/1930842/?fbclid=IwAR149TBh90MJ49S_PUX-RIdUUbc_7eKLcGHhJRFDhoHeSjAv6LfnSUhc3bk">https://www.financialexpress.com/industry/itc-turns-to-food-trucks-online-platform-to-deliver-essentials/1930842/?fbclid=IwAR149TBh90MJ49S_PUX-RIdUUbc_7eKLcGHhJRFDhoHeSjAv6LfnSUhc3bk</a>
17-Apr-20	Express Healthcare	ITC Limited	ITC launches zero contact 'Savlon Surface Disinfectant Spray'		<a href="https://www.expresshealthcare.in/news/savlon-launches-savlon-surface-disinfectant-spray/418872/">https://www.expresshealthcare.in/news/savlon-launches-savlon-surface-disinfectant-spray/418872/</a>
18-Apr-20	The Kashmir Monitor	ITC Limited	Distributing essential commodities (Juices and Soaps) to the police department district police	Jammu and Kashmir Police Department, Government of	<a href="https://www.thekashmirmonitor.net/covid-19-itc-hands-over-relief-stock-to-jk-police/">https://www.thekashmirmonitor.net/covid-19-itc-hands-over-relief-stock-to-jk-police/</a>

			line Srinagar in presence of SSP Srinagar Dr Haseeb Mughal and other police officials	UT of Jammu and Kashmir	
18-Apr-20	Cross Town News	ITC Limited	Essential commodities (Juices and Soaps) for relief to Jammu and Kashmir Police department at Police Control Room (PCR), Jammu in presence of SSP, PCR, Mr Kulbir Singh, Additional SSP PCR, Mr Hafiz Ullah	Jammu and Kashmir Police Department, Government of UT of Jammu and Kashmir	<a href="https://www.crosstownnews.in/post/49982/covid-19-jak-itc-provides-essential-commodities-for-relief.html">https://www.crosstownnews.in/post/49982/covid-19-jak-itc-provides-essential-commodities-for-relief.html</a>
18-Apr-20	Greater Kashmir	ITC Limited	Essential commodities (Juices and Soaps) for relief to Jammu and Kashmir Police department	Jammu and Kashmir Police Department, Government of UT of Jammu and Kashmir	<a href="https://www.greaterkashmir.com/news/kashmir/covid-19-pandemic-fmcg-major-itc-partners-with-jk-police-hands-over-relief-material/">https://www.greaterkashmir.com/news/kashmir/covid-19-pandemic-fmcg-major-itc-partners-with-jk-police-hands-over-relief-material/</a>
18-Apr-20	Jammu Links News	ITC Limited	Essential commodities (Juices and Soaps) for relief to Jammu and Kashmir Police department	Jammu and Kashmir Police Department, Government of UT of Jammu and Kashmir	<a href="http://www.jammulinksnews.com/newsdetail/21997/Jammu-Links-News-ITC-joins-hands-with-J&amp;K-Police-for-distribution">http://www.jammulinksnews.com/newsdetail/21997/Jammu-Links-News-ITC-joins-hands-with-J&amp;K-Police-for-distribution</a>
18-Apr-20	Jammu Updates	ITC Limited	Essential commodities (Juices and Soaps) for relief to Jammu and Kashmir Police department	Jammu and Kashmir Police Department, Government of UT of Jammu and Kashmir	<a href="https://www.instagram.com/p/B_HcfvDnDaT/?igshid=1kja09c4lpukb">https://www.instagram.com/p/B_HcfvDnDaT/?igshid=1kja09c4lpukb</a>
19-Apr-20	New Indian Express	ITC Limited	Distribution of Aashirvaad Box of Hope' and 'Sunfeast Box of Happiness' through Child Rights and You (CRY), SOS Children's Village India and other NGOs as part of spending the 150 crore committed by sending these food packets for elder and children through the NGOs since first week of April.	Child Rights and You (CRY), SOS Children's Village India and other NGOs	<a href="https://www.newindianexpress.com/thesundaysstandard/2020/apr/19/box-of-happiness-during-covid-19-pandemic-2132060.html">https://www.newindianexpress.com/thesundaysstandard/2020/apr/19/box-of-happiness-during-covid-19-pandemic-2132060.html</a>
19-Apr-20	Daily Excel Sior	ITC Limited	Essential commodities (Juices and Soaps) as part of 150 cr contingency fund for relief to Jammu and Kashmir Police department at Police Control Room (PCR), Jammu in presence of SSP, PCR, Mr Kulbir Singh, Additional SSP PCR, Mr Hafiz Ullah	Jammu and Kashmir Police Department, Government of UT of Jammu and Kashmir	<a href="https://www.dailyexcelsior.com/itc-provides-essentials-to-jk-police/">https://www.dailyexcelsior.com/itc-provides-essentials-to-jk-police/</a>
21-Apr-20	Twitter: Chief Minister of Karnataka	ITC Limited	Two crore ITC's Education Trust donation to the Karnataka Chief Minister's Relief Fund	Government of Karnataka	<a href="https://twitter.com/CMofKarnataka/status/1252640691462651904">https://twitter.com/CMofKarnataka/status/1252640691462651904</a>
22-Apr-20	ANI News	ITC Limited	Karnataka CM thanks ITC Education Trust for pledging funds of rupees two crore towards COVID-19 relief	Government of Karnataka	<a href="https://www.aninews.in/news/national/general-news/karnataka-cm-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief20200422105008/">https://www.aninews.in/news/national/general-news/karnataka-cm-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief20200422105008/</a>
22-Apr-20	Yahoo News	ITC Limited	Karnataka CM thanks ITC Education Trust for pledging funds of rupees two crore towards COVID-19 relief	Government of Karnataka	<a href="https://in.news.yahoo.com/karnataka-cm-thanks-itc-education-trust-pledging-funds-052005617.html">https://in.news.yahoo.com/karnataka-cm-thanks-itc-education-trust-pledging-funds-052005617.html</a>

22-Apr-20	Dev Discourse	ITC Limited	Karnataka CM thanks ITC Education Trust for pledging funds of rupees two crore towards COVID-19 relief	Government of Karnataka	<a href="https://www.devdiscourse.com/article/law-order/1018383-karnataka-cm-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief">https://www.devdiscourse.com/article/law-order/1018383-karnataka-cm-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief</a>
22-Apr-20	City Today	ITC Limited	CM Yediyappa thanks ITC Education Trust for pledging funds of rupees two crore towards COVID-19 relief	Government of Karnataka	<a href="https://citytoday.news/cm-yediyappa-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief/">https://citytoday.news/cm-yediyappa-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief/</a>
22-Apr-20	The Hindu Business Line	ITC Limited	ITC donates rupees two crore to the Tamil Nadu CM relief fund	Government of Tamil Nadu	<a href="https://www.thehindubusinessline.com/news/national/tn-cm-covid-19-relief-fund-gets-about-161-crore-as-donation/article31394440.ece">https://www.thehindubusinessline.com/news/national/tn-cm-covid-19-relief-fund-gets-about-161-crore-as-donation/article31394440.ece</a>
26-Apr-20	Dainik Bhaskar	ITC Limited	ITC support Bharat Heavy Electrical Limited a Government company to operationalize a 30 bed temporary centre for COVID-19	Bharat Heavy Electrical Limited	<a href="https://drive.google.com/open?id=1HG29VSW0VZnXBaI414hBMyD03eGfIY15">https://drive.google.com/open?id=1HG29VSW0VZnXBaI414hBMyD03eGfIY15</a>
26-Apr-20	UNI India	ITC Limited	ITC donates Rs two crore to Maharashtra Chief Minister's Relief Fund to fight the battle against COVID-19	Government of Maharashtra	<a href="http://www.uniindia.com/mah-itc-donates-rs-2-crore-to-cm-relief-fund/west/news/1969730.html">http://www.uniindia.com/mah-itc-donates-rs-2-crore-to-cm-relief-fund/west/news/1969730.html</a>
1-May-20	Twitter: Commissioner of Bruhat Bengaluru Mahanagara Palike on Twitter	ITC Limited	BBMP thanks ITC Limited for the company's gesture of arranging for 17,000 refreshment kits to be distributed to our #CoronaWarriors. The kits contain fruit juice, milk shake tetra packs & chocolate.	Bruhat Bengaluru Mahanagara Palike, Government of Karnataka	<a href="https://twitter.com/BBMPCOMM/status/1256211105669472256">https://twitter.com/BBMPCOMM/status/1256211105669472256</a>
10-May-20	Tribune India	Godfrey Phillips India Limited (GPI)	GPI donates 1 lakh masks to Srinagar administration for frontline COVID-19 workers	Srinagar District Administration, Government of UT of Jammu and Kashmir	<a href="https://www.tribuneindia.com/news/j-k/gpi-donates-1-lakh-masks-to-srinagar-administration-82983">https://www.tribuneindia.com/news/j-k/gpi-donates-1-lakh-masks-to-srinagar-administration-82983</a>
15-May-20	Rising Kashmir	GPI	Donated PPE and other protective equipment to IGP Kashmir Vijay Kumar for use among the Police staff.	Jammu and Kashmir Police Department, Government of UT of Jammu and Kashmir	<a href="http://risingkashmir.com/news/godfrey-phillips-india-hands-over-corona-protective-equipment-to-igp-kashmir--361025.html">http://risingkashmir.com/news/godfrey-phillips-india-hands-over-corona-protective-equipment-to-igp-kashmir--361025.html</a>
06-Jun-20	Gaon Connection	Dharampal Satyapal Limited	Donates 10 crore to PM CARES Fund and another 10 crore to assist and aid other organization involved in fight against corona.	Government of India	<a href="https://en.gaonconnection.com/a-pil-seeks-to-know-why-isnt-gutka-and-paan-masala-banned-yet-even-as-the-corona-cases-are-going-up-every-day/">https://en.gaonconnection.com/a-pil-seeks-to-know-why-isnt-gutka-and-paan-masala-banned-yet-even-as-the-corona-cases-are-going-up-every-day/</a>
24-Jun-20	The Wire	Dharampal Satyapal Limited	Donates 10 crore to PM CARES Fund and another 10 crore to assist and aid other organization involved in fight against corona.	Government of India, Gurudwara Prabandhak Samiti	<a href="https://thewire.in/health/covid-spread-as-pil-seeks-pan-masala-ban-company-says-we-donated-10-cr-to-pm-cares">https://thewire.in/health/covid-spread-as-pil-seeks-pan-masala-ban-company-says-we-donated-10-cr-to-pm-cares</a>

**Table S3: Article 5.3 Guidelines adopted by state governments**

Name of the states	Ban on interaction with tobacco industry and receiving any benefits therefrom
Himachal Pradesh, Jammu and Kashmir	Head of Departments not to participate in any tobacco industry activities or accept any direct/indirect/in-kind sponsorship/funding from any corporate or individual engaged in tobacco trade or commerce.
Maharashtra	For effective enforcement of Section 5.3 of COTPA all government departments in the state and their offices / agencies should not participate in the program organized by companies producing cigarette and other tobacco products. Also, scholarships, rewards or gifts given by cigarette and tobacco-producing companies / sponsorship companies / organizations should not be accept.
Tamil Nadu, Mizoram, Punjab, Bihar, Uttar Pradesh, Meghalaya	Public officials and employees shall limit interactions with the tobacco industry and / or its representatives. They should avoid the creation of any perception of real or potential partnership or cooperation with the tobacco industry. They shall not demand or receive any contribution from the tobacco industry for themselves, their families, relatives, friends, or any other persons or organizations.