

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

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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	https://indiaeducationdiary.in/itc-savlon-partners-with-the-state-government-of-kerala-to-help-break-the-chain/
23-Mar-20	India CSR	ITC Limited	Provide free supply of "Savlon" Hand Wash (Hygiene essential supplies)	Government of Kerala	https://indiacr.in/csr-itc-savlon-partners-with-the-kerala-to-help-break-the-chain/
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	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
27-Mar-20	Live Mint	ITC Limited	Covid-19: ITC sets up Rs 150 crore contingency fund	State, district and local administration besides NGOs	https://www.livemint.com/news/india/covid-19-itc-sets-up-rs-150-crore-contingency-fund-11585290674766.html
27-Mar-20	Asian Age	ITC Limited	ITC announces Rs 150 crore COVID-19 contingency fund	State, district and local administration besides NGOs	https://www.asianage.com/business/companies/270320/itc-announces-rs-150-crore-covid-19-contingency-fund.html
27-Mar-20	News 18	ITC Limited	ITC Pledges Rs 150 Crore Coronavirus Fund for the Underprivileged	State, district and local administration besides NGOs	https://www.news18.com/news/business/itc-pledges-rs-150-crore-coronavirus-fund-for-the-underprivileged-2553363.html
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	https://www.business-standard.com/article/companies/coronavirus-itc-s-sanjiv-puri-lines-up-rs-150-crore-contingency-fund-120032700737_1.html
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	https://www.businesstoday.in/latest/trends/coronavirus-impact-itc-sets-up-rs-150-crore-fund-to-help-the-poor/story/399391.html
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	https://www.cnbctv18.com/healthcare/hospital-money-and-equipment-how-india-inc-is-assisting-coronavirus-fight-5581691.htm
27-Mar-20	The Week	ITC Limited	How Indian companies are pitching in to fight COVID-19	State, district and local administration besides NGOs	https://www.theweek.in/news/biz-tech/2020/03/30/how-indian-companies-are-pitching-in-to-fight-covid-19.html
27-Mar-20	Outlook	ITC Limited	ITC setting up Rs 150 crore COVID-19 fund for underprivileged	State, district and local administration besides NGOs	https://www.outlookindia.com/newscroll/itc-setting-up-rs-150-crore-covid19-fund-for-underprivileged/1781647

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	https://www.hotelierindia.com/business/10557-indias-biggest-hoteliers-share-their-insights-on-covid-19-crisis-and-expectations-from-the-government
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	https://yourstory.com/2020/03/itc-rs-150-crore-covid19-fund-underprivileged-coronavirus
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	https://www.moneycontrol.com/news/business/itc-setting-up-rs-150-crore-covid-19-fund-for-underprivileged-people-5079211.html
27-Mar-20	Inventiva	ITC Limited	ITC setting up Rs 150 crore COVID-19 fund for underprivileged	State, district and local administration besides NGOs	https://www.inventiva.co.in/trends/surbhi/itc-setting-up-rs-150-crore-covid-19-fund-for-underprivileged/
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	https://twitter.com/narendramodi/status/1245332879485202432
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	https://twitter.com/PiyushGoyal/status/1245347450677682176
2-Apr-20	Invest India	ITC Limited	100 crores to the PM-CARES Fund	Government of India	https://www.investindia.gov.in/team-india-blogs/indian-companies-contributing-pm-cares-fund-fight-covid-19
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	https://www.thehindubusinessline.com/companies/itcs-food-division-curates-boxes-of-hope-and-happiness-during-covid-19/article31256123.ece
4-Apr-20	Telangana Today	VST Industries Ltd	One crore donation to Telangana Chief Minister Relief Fund	Government of Telangana	https://telanganatoday.com/donations-pour-in-as-more-join-fight-against-covid-19
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	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

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	https://english.jagran.com/business/itsc-foods-division-specially-curates-boxes-of-hope-and-happiness-during-covid19-10010387
6-Apr-20	The Hindu	Deccan Tobacco Company	25 lakhs donation to Andhra Pradesh Chief Minister's Relief Fund	Government of Andhra Pradesh	https://www.thehindu.com/news/national/andhra-pradesh/dtc-donates-25-lakh-to-cmrf/article31272382.ece
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	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
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	https://www.deccanherald.com/business/business-news/hospitality-firms-launch-slew-of-initiatives-to-help-in-times-of-covid-19-pandemic-822833.html
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	https://www.businesstraveller.com/business-travel/2020/04/08/itc-hotels-offers-food-distribution-and-quarantine-facilities/
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	https://drive.google.com/file/d/1jmtEZyFZhsaZ9VeiMS_VsJzMG02aSrFz/view
9-Apr-20	Businessworld	ITC Limited	Provides Meals, Food Products & Hygiene Essentials To Needy Across 17 States	State, district and local administration besides NGOs	http://www.businessworld.in/article/ITC-provides-Meals-Food-Products-Hygiene-Essentials-To-Needy-Across-17-States/09-04-2020-188715/
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	https://www.exchange4media.com/marketing-news/itc-provides-meals-food-products-hygiene-essentials-to-the-needy-across-17-states-103892.html
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		https://www.thehindubusinessline.com/companies/itc-launches-savlon-hexa-hand-sanitising-liquid/article31309851.ece
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	https://www.financialexpress.com/industry/itc-working-with-17-states-for-essential-supplies/1924015/

			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	https://brandequity.economictimes.indiatimes.com/news/marketing/itc-salutes-mothers-with-stay-strong-moms-campaign/75403299
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	https://www.thehindubusinessline.com/companies/itcs-paperboards-unit-lends-support-to-telangana-govts-fight-against-covid-19/article31330943.ece
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	https://brandequity.economictimes.indiatimes.com/news/marketing/itc-jelimals-chhota-bheem-spread-covid-19-awareness-to-kids/75163127
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	https://www.livemint.com/industry/retail/itc-foods-domino-s-partner-to-deliver-groceries-11585820141945.html
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	https://www.financialexpress.com/industry/itc-turns-to-food-trucks-online-platform-to-deliver-essentials/1930842/?fbclid=IwAR149TBh90MJ49S_PUX-RIdUUbc_7eKLcGHhJRFdHoHeSjAv6LfnSUhc3bk
17-Apr-20	Express Healthcare	ITC Limited	ITC launches zero contact 'Savlon Surface Disinfectant Spray'		https://www.expresshealthcare.in/news/savlon-launches-savlon-surface-disinfectant-spray/418872/
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	https://www.thekashmirmonitor.net/covid-19-itc-hands-over-relief-stock-to-jk-police/

			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	https://www.crosstownnews.in/post/49982/covid-19-jak-itc-provides-essential-commodities-for-relief.html
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	https://www.greaterkashmir.com/news/kashmir/covid-19-pandemic-fmcg-major-itc-partners-with-jk-police-hands-over-relief-material/
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	http://www.jammulinksnews.com/newsdetail/21997/Jammu-Links-News-ITC-joins-hands-with-J&K-Police-for-distribution
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	https://www.instagram.com/p/B_HcfvDnDaT/?igshid=1kja09c4lpukb
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	https://www.newindianexpress.com/thesundaysstandard/2020/apr/19/box-of-happiness-during-covid-19-pandemic-2132060.html
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	https://www.dailyexcelsior.com/itc-provides-essentials-to-jk-police/
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	https://twitter.com/CMofKarnataka/status/1252640691462651904
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	https://www.aninews.in/news/national/general-news/karnataka-cm-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief20200422105008/
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	https://in.news.yahoo.com/karnataka-cm-thanks-itc-education-trust-pledging-funds-052005617.html

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	https://www.devdiscourse.com/article/law-order/1018383-karnataka-cm-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief
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	https://citytoday.news/cm-yediyappa-thanks-itc-education-trust-for-pledging-funds-towards-covid-19-relief/
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	https://www.thehindubusinessline.com/news/national/tn-cm-covid-19-relief-fund-gets-about-161-crore-as-donation/article31394440.ece
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	https://drive.google.com/open?id=1HG29VSW0VZnXBaI414hBMyD03eGfIY15
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	http://www.uniindia.com/mah-itc-donates-rs-2-crore-to-cm-relief-fund/west/news/1969730.html
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	https://twitter.com/BBMPCOMM/status/1256211105669472256
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	https://www.tribuneindia.com/news/j-k/gpi-donates-1-lakh-masks-to-srinagar-administration-82983
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	http://risingkashmir.com/news/godfrey-phillips-india-hands-over-corona-protective-equipment-to-igp-kashmir--361025.html
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	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/
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	https://thewire.in/health/covid-spread-as-pil-seeks-pan-masala-ban-company-says-we-donated-10-cr-to-pm-cares

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.