

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 309.
TO BE ANSWERED ON TUESDAY, THE 22ND JULY, 2025.**

E-COMMERCE REGULATION OF BANNED e-CIGARETTES

309. SHRI TANGELLA UDAY SRINIVAS:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has taken cognisance of the continued online availability and sale of e-cigarettes and vaping products on e-commerce platforms despite the nationwide ban under the Prohibition of Electronic Cigarettes Act, 2019, if so, the details thereof;
- (b) the number of instances where e-commerce platforms have been found violating this ban, and the action taken against such platforms;
- (c) whether any guidelines, circulars, or Standard Operating Procedures (SOPs) have been issued to online marketplaces and e-commerce platforms to prevent the listing and sale of banned products such as vapes and e-cigarettes, if so, the details thereof; and
- (d) whether the Government is considering stricter enforcement or enhanced penalties on digital platforms violating the provisions of the Prohibition of Electronic Cigarettes Act, 2019, and if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a) & (b):** The Government of India enacted the Prohibition of Electronic Cigarettes Act (PECA) in 2019, which prohibits the production, manufacture, import, export, transport, sale, distribution, storage and advertisement of electronic cigarettes and related devices to protect youth from their harmful effects and addiction potential.

Ministry of Health & Family Welfare (MoHFW) has also launched the Portal to report violations of Prohibition of Electronic Cigarettes Act, 2019 and Cigarettes and Other Products Act (COTPA), 2003 over online medium, which is used to report any violations of online sale, promotion, on advertising of tobacco products and e-cigarettes on e-commerce websites, social media platforms and other digital platforms, which are prohibited under COTPA, 2003 and PECA, 2019. Once a violation is reported, appropriate action is taken by issuing take-

down/removal notices to the concerned intermediary platform, hosting or controlling the said unlawful information, in coordination with Ministry of Electronics and Information Technology (MeitY). MoHFW also takes suo motu action on any instances of online violations of tobacco control laws.

(c) & (d): Public Health being a state subject, the primary responsibility for enforcement of tobacco control laws is the prerogative of each State and UT in India. MoHFW has periodically issued advisories to all States and UTs, informing them about electronic cigarettes and like devices, including their harmful effects, and apprising them about PECA, 2019 as well as relevant provisions of COTPA, 2003 (https://ntcp.mohfw.gov.in/circular_advisory).

The advisories include clear direction to States/UTs on strengthening the enforcement of PECA, 2019 on e-commerce sites/apps.
