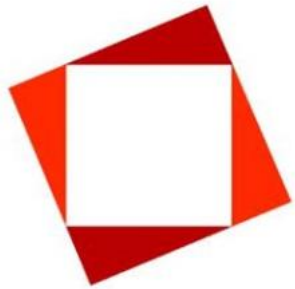


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COP 11

17-22 November 2025
Geneva, Switzerland



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL



MOP 4

24-26 November 2025
Geneva, Switzerland



PROTOCOL
TO ELIMINATE
ILLCIT TRADE IN
TOBACCO PRODUCTS

Framework Convention on
Tobacco Control (FCTC)
Article 5.3



GUIDING PRINCIPLES

Principle 1: There is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy interests.

Fundamental conflict

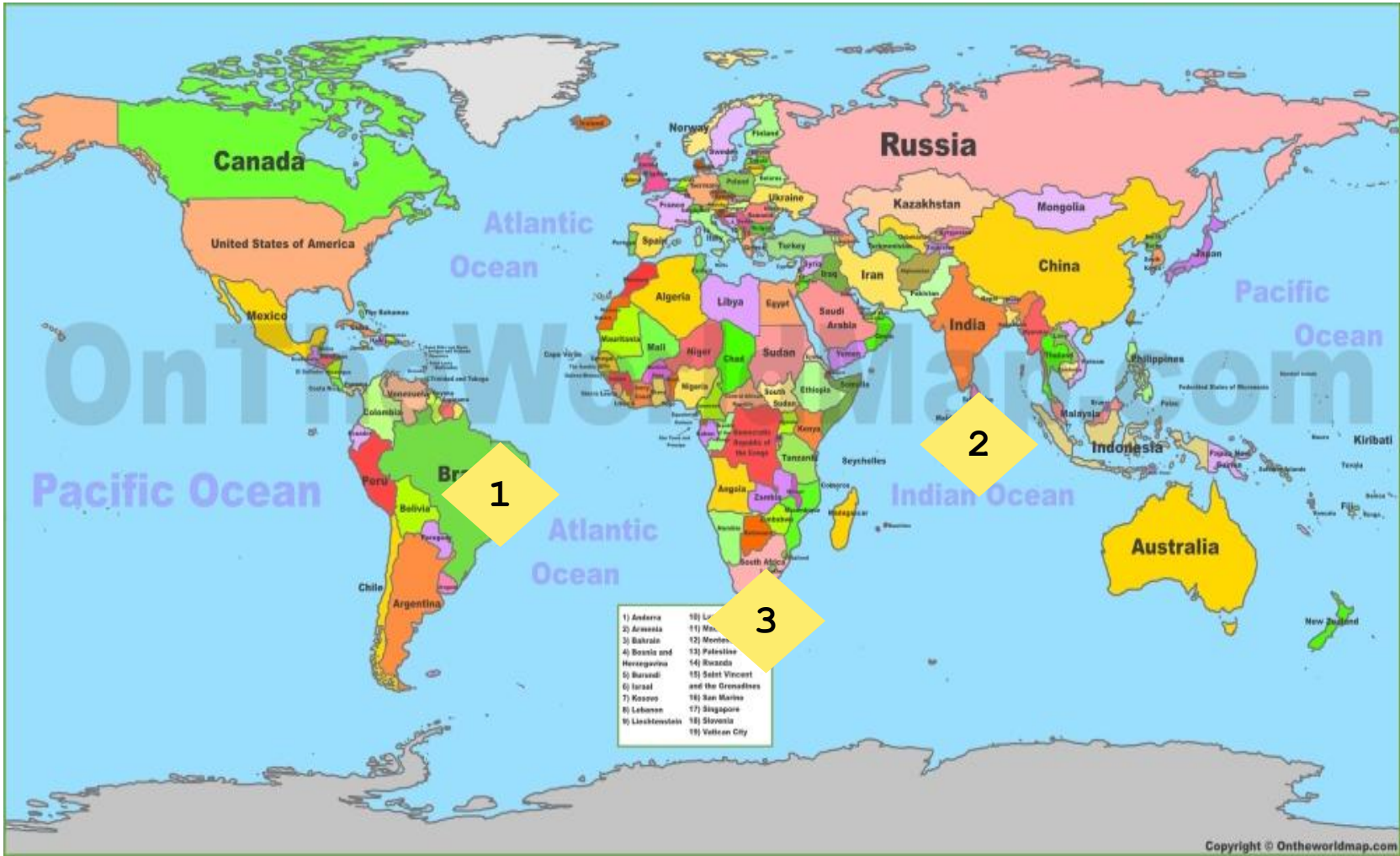
Principle 2: Parties, when dealing with the tobacco industry or those working to further its interests, should be accountable and transparent.

Accountable &
Transparent

Principle 3: Parties should require the tobacco industry and those working to further its interests to operate and act in a manner that is accountable and transparent.

Principle 4: Because their products are lethal, the tobacco industry should not be granted incentives to establish or run their businesses.

No incentives





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TobaccoUnmasked

Welcome to TobaccoUnmasked

TobaccoUnmasked is the information portal of the Centre for Combating Tobacco (CCT). It contains evidence based information on the tobacco industry, with detailed profiles of tobacco companies relevant to Sri Lanka and their employees. The pages of this website also contain profiles of tobacco industry allies; institutions and individuals linked with the industry in various ways.

TobaccoUnmasked describes strategies adopted by the tobacco industry in the themes of influencing policy, tobacco tax & price related issues, corporate social investments, tobacco cultivation and marketing and promotion. Tobacco industry arguments and their responses against different policy processes are reported as a learning exercise for future reference.

How to Find Information on TobaccoUnmasked

There are several ways in which you can find information on *TobaccoUnmasked*:

- You can search for a specific topic in the Search Bar on the top of the screen. To search, type the topic you want to find the information into the box, and press 'Enter'.

Partner Organizations



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 National Authority on Tobacco & Alcohol



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Activate Windows

Go to Settings to activate Windows.

A diagram shaped like a house with a blue roof and a rectangular body. The roof contains the text 'Household income'. The body is divided into three vertical sections: a green section on the left, a yellow section in the middle, and a red section on the right. The green section lists 'Food', 'Housing', 'Clothing', 'Education', 'Health care', and 'Transport'. The yellow section lists 'Mobile bill' and 'Other costs'. The red section lists 'Tobacco & Alcohol'.

Household income

Food
Housing
Clothing
Education
Health care
Transport

Mobile bill
Other costs

Tobacco
&
Alcohol

Ke

LKR Billion 204

215,670,000,000



FINANCIAL PERFORMANCE

Year Ended 31 December		2025	2024	2023	2022	2021
Financial Performance and Position						
Turnover	Rs. Mn	215,670	204,281	200,019	167,194	134,369
Government levies	Rs. Mn	149,107	141,752	142,299	122,922	100,753
Revenue	Rs. Mn	66,563	62,529	57,721	44,272	33,615
Profit before tax	Rs. Mn	53,862	48,977	46,140	34,393	26,646
Profit after tax	Rs. Mn	29,136	29,643	27,656	20,469	16,146
Net assets	Rs. Mn	110,475	111,367	11,765	17,493	8,987



Investment Case for Tobacco Control in Sri Lanka

AUGUST 29, 2019

Tobacco impedes sustainable development. Through the World Health Organization Framework Convention on Tobacco Control 2030 project, UNDP partners with the Convention Secretariat and WHO to support fifteen low- and middle-income countries to strengthen tobacco control in line with the SDGs. These investment case reports analyze countries' current social and economic burdens from tobacco use, costs and benefits of acting to reduce those burdens, and the return-on-investment.

In 2016, tobacco cost Sri Lanka

LKR 214 billion

equivalent to

1.6% of its GDP



CTC at a Glance

CTC is Sri Lanka's only licensed manufacturer of cigarettes and one of the country's most valuable corporate entities. Given its position as the largest individual tax contributor to Government tax revenue and significant value injector to the rural economy, the Company's socio-economic impacts are indisputable, and over the last century, CTC has played an important role in supporting the country's economic progress.



Rs. 33.62 Bn
Revenue



Rs. 111.25 Bn
Tax contribution
6% of the country's total tax revenue



Rs. 164.47 Bn
Market capitalisation



Rs. 26.65 Bn
Pre-tax profit
(2020: Rs. 25.43 Bn)

Investing now in six tobacco control measures will save nearly

72,344 lives

and avert

LKR 586 billion

in health costs and economic losses over the course of the next 15 years.



FCTC

Article 13

Requires a comprehensive ban of

Tobacco
Advertisement
Promotion and
Sponsorship

Recommendation

A comprehensive ban on tobacco advertising, promotion and sponsorship, should cover:

- all advertising and promotion, as well as sponsorship, without exemption;
- direct and indirect advertising, promotion and sponsorship;
- acts that aim at promotion and acts that have or are likely to have a promotional effect;
- promotion of tobacco products and the use of tobacco;
- commercial communications and commercial recommendations and actions;
- contribution of any kind to any event, activity or individual;
- advertising and promotion of tobacco brand names and all corporate promotion; and
- traditional media (print, television and radio) and all media platforms, including Internet, mobile telephones and other new technologies as well as films.



PARLIAMENT OF THE DEMOCRATIC
SOCIALIST REPUBLIC OF
SRI LANKA

NATIONAL AUTHORITY ON TOBACCO AND
ALCOHOL ACT, No. 27 OF 2006

[Certified on 29th August, 2006]

Printed on the Order of Government

Published as a Supplement to Part II of the *Gazette of the Democratic
Socialist Republic of Sri Lanka* of September 01, 2006



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புகையிலை மற்றும் மதுசாரம் மீதான தேசிய அதிகாரச்சபை
National Authority on Tobacco & Alcohol

Sri Lanka was the 1st country
in the region to ratify
Framework Convention on Tobacco
Control (FCTC)

Prohibition of tobacco or alcohol advertisements.

35. (1) A person shall not publish or cause to be published, or authorize the publication of, a tobacco advertisement or an alcohol advertisement.

“tobacco advertisement” means any writing, still or moving picture, sign, symbol or distinctive colours or other visual image or any audible message or any combination of the aforesaid that promotes or is intended to promote—

- (a) smoking ;
- (b) the purchase or use of a tobacco product;
- (c) a trade mark registered in respect of a tobacco product or articles that include tobacco products ;
- (d) a brand name associated with a tobacco product ;
- (e) the name of the manufacturer of a tobacco product.



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