



**WORLD NO TOBACCO DAY**

# IT'S TIME TO GO TOBACCO-FREE

Tobacco use is one of the preventable causes of cancer and heart disease. As the World Health Organization marks no-tobacco day today, here's a look at the damage its consumption causes:

## WORRYING NUMBERS

**6.8%**

women use some kind of tobacco in India

**44.8%**

men use some form of tobacco in India



**One in 3** tobacco users die prematurely of cancer, heart disease, stroke, etc

**29.3%**

Indian women tried to stop smoking or using tobacco in any form during the past year

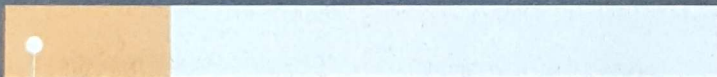
**30.5%**

Indian men tried to stop smoking or using tobacco in any form during the past year

## DEADLY HARM

**1,200 mn**

Total tobacco users in the world



**274.9 mn** Indians who consume tobacco

**0.9 mn**

tobacco-related deaths in India each year



**5.5 mn**

Total tobacco-related deaths each year globally

**10 mn**

Estimated tobacco-related annual deaths in India by 2020

## SERIOUS HEALTH COSTS



**40%**

Non-communicable diseases are directly attributable to tobacco use



**50%**

Cancers in men can be directly attributed to tobacco use



**20%**

Cancers in women can be directly attributed to tobacco use

**₹1,04,500 cr**

Total economic costs attributable to tobacco use from all diseases in India for people aged 35-69 years