

Tobacco Enforcement and Reporting Movement (TERM) Online Marketing of Tobacco Products

Background

Article 13 of the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) recommends banning all forms of tobacco advertising, promotion and sponsorship (TAPS) across all channels. Online platforms, which are more difficult to oversee than traditional media channels, pose a significant challenge to controlling and curbing tobacco marketing. Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is a real-time digital media monitoring system that tracks tobacco marketing on social media platforms and news sites. This situation report is part of a series that summarizes observed examples of online tobacco marketing in India. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws. Visit the [TERM](#) website to learn more and to view all reports.

Definitions used in this report:

Surrogate products: Non-tobacco products with a similar visual brand identity as the company's tobacco products. "Surrogate marketing" is the marketing of surrogate products, which in India are most often pan masala or mouth fresheners.

Brand-extended products: Non-tobacco products that use the established brand name or trademark of a tobacco company, but do not have the same visual identity as the company's tobacco products. "Company brand extension" is the marketing of brand-extended products, which may include confectionaries, processed food products, household items, incense, etc.

Direct marketing: Marketing of tobacco products with clear visuals of the product and/or its use, or the product brand name.

Indirect marketing: Promotion of the tobacco company and/or product and its use through brand extension, surrogate marketing, price discounts and giveaways, and sponsorship of events or activities.

Key Highlights

- Most tobacco marketing online was indirect or disguised. Out of a total of 806 instances of online marketing observed from August to September 2022, 98% was indirect marketing. Nearly two-thirds of this indirect marketing was by smoking tobacco companies (61%).
- Brand extension (86%) was the most commonly used indirect marketing tactic. Most of these observed marketing instances were for ITC Limited's brand-extended products, which included ultra-processed food, personal care and household cleaning items (59%).
- Surrogate marketing was observed in 10% of instances; products were exclusively pan masala and mouth freshener products.
- Direct marketing of tobacco products was observed in only 2% of instances—exclusively for bidis and e-cigarettes.
- A wider range of social media platforms, including Facebook, Instagram, News Sites, Twitter and YouTube, were used for indirect marketing of non-tobacco products. Facebook and Instagram were most often used for the direct marketing of tobacco products.
- Tobacco marketing tends to follow current cultural events. During this period, marketing using messaging pegged to religious events and imagery, such as greetings for the Onam and Janmashtami holidays, was commonly observed for tobacco products and surrogate and brand-extended products (25%).

Detailed Insights

How much marketing was observed? A total of 806 tobacco marketing instances from 46 social media accounts and six news media sites were observed between Aug. 16 and Sept. 15, 2022. Nearly two-thirds of the observed marketing (61% or 493 posts) (Figure 1) was associated with tobacco companies that sell smoking products. Marketing associated with tobacco companies that sell smokeless products comprised 38% of the observed marketing (305 posts) (Figure 1). Marketing associated with e-cigarette retailers comprised 1% of the observed marketing (8 posts).

Most of the marketing associated with smoking tobacco companies was for non-tobacco brand-extended products (96%) (Figure 1a). Only 4% of observed marketing directly depicted tobacco products—specifically bidis. Marketing associated with smokeless tobacco companies was exclusively marketing for brand-extended and surrogate products (100%). There were some instances of direct marketing for e-cigarettes from third-party retailers (1%) (Figure 1a).

Figure 1
Volume of Marketing

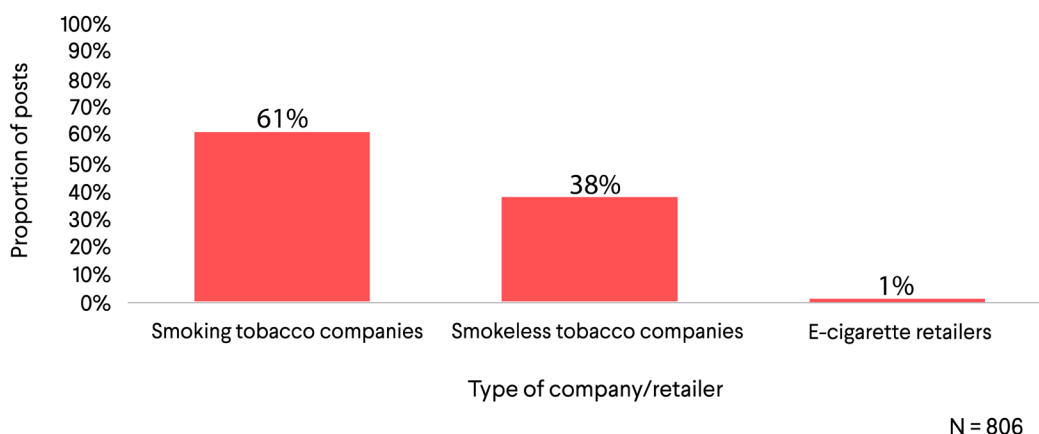
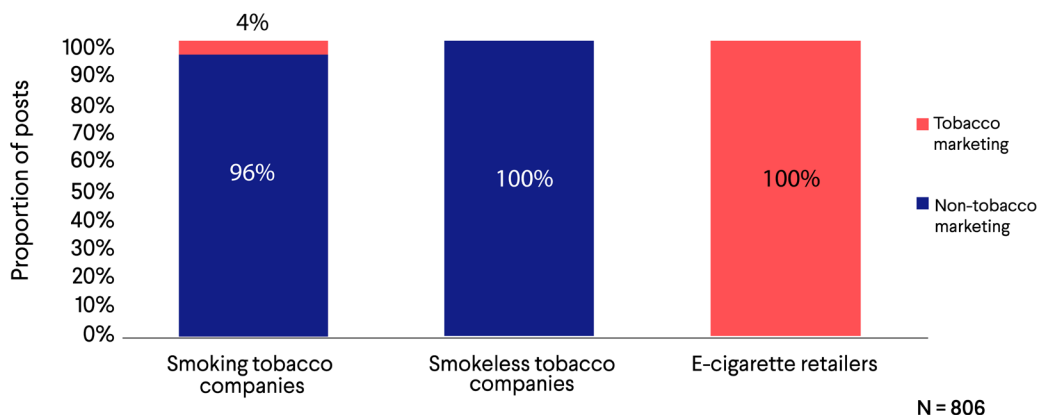
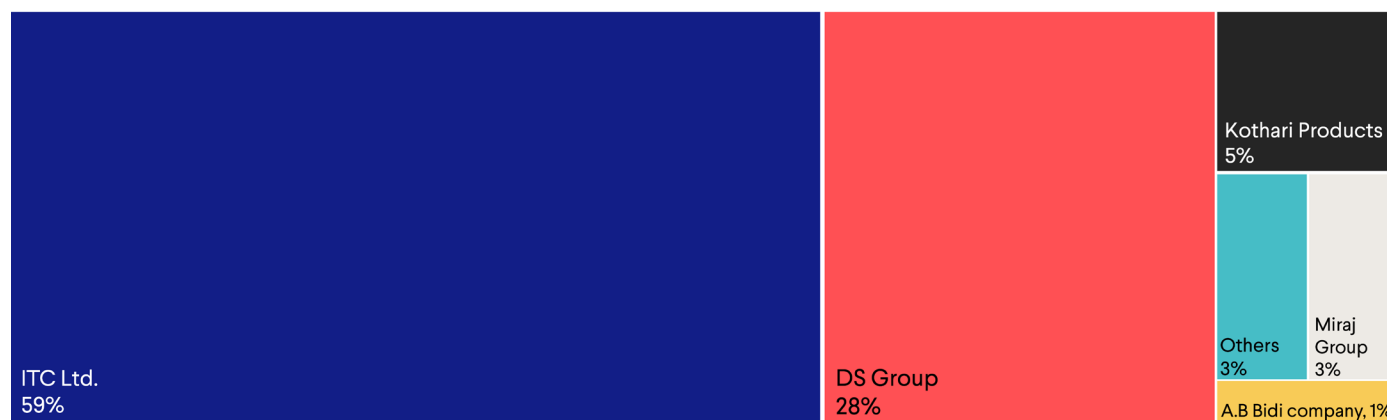


Figure 1a
Volume of Marketing by Marketing Type



Who were the key players? The majority of observed posts were for ITC Ltd.'s brand-extended products (59%), followed by marketing for DS Group's brand-extended and surrogate products, which were primarily pan masala brands (28%). A.B. Bidi Company's bidi products were also marketed directly on online platforms, with clear pictures of the product and product packaging (1%).

Figure 2
Tobacco Companies and E-cigarette Brands Associated with Marketing

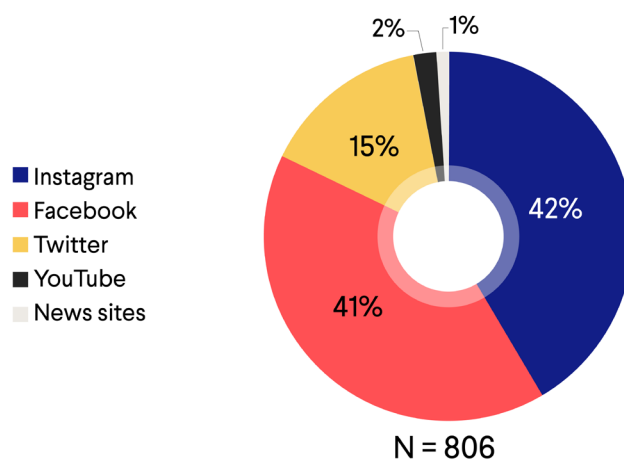


Note: Other products (in order of number of posts per company/brand) include Ashok & Co. Pan Bahar, Thalappa Ganesh Beedis, VAPORESSO, Dilbagh, Sun Beedi, and Juul.

N = 806

Where were products marketed? More than 80% of marketing was observed on Meta platforms, divided almost equally between Instagram (42%) and Facebook (41%). There was marketing on Twitter (15%) and YouTube (2%) for brand-extended products. News articles (1%) captured ITC Ltd.'s launch of a short film celebrating India on Azadi Ka Amrit Mahotsav, the country's 75th independence anniversary, and DS Group's launch of an NFT on its 93rd Founders' Day; the company was founded in 1929.

Figure 3
Digital Platforms Used for Marketing



Example of a news article

ITC launches short film to celebrate the spirit of India@75

The film has been designed around ITC's philosophy #NationFirst — #SabSaathBadhein

by exchange4media Staff
Published: Aug 18, 2022 11:04 AM | 1 MIN READ

Garv hai humein is mitti par | Azadi ka Amrit Mahotsav | ITC for India

Watch on ITC

Share

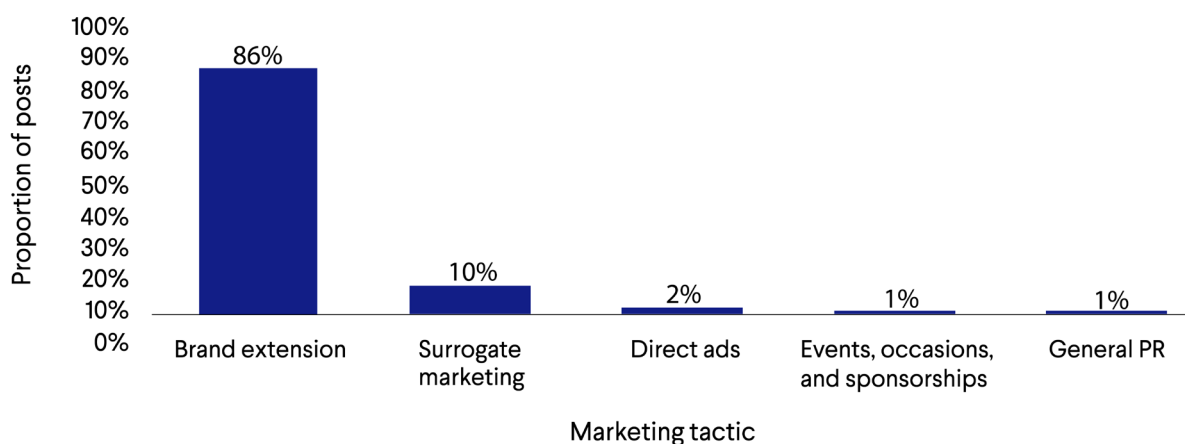
f t in w e

ITC Ltd. released a short film to celebrate India on Azadi ka Amrit Mahotsav, which marks 75 years of the country's independence. The article claims that the film was designed around ITC's philosophy, which is #NationFirst (#SabSaathBadhein).

Source: Exchange4media

What marketing tactics were used?¹ The use of indirect marketing tactics was the most prominent form observed online. Most observed marketing was for brand-extended products such as spices, incense, processed food items, household cleaning and personal care products (86%); followed by surrogate marketing (10%), which was exclusively for mouth fresheners and pan masala products. Direct marketing promoting bidis and e-cigarettes comprised 2% of observed marketing. Posts using events, occasions and sponsorships, such as greetings during secular and religious holidays, to promote products or the brand, comprised 1% of observed marketing. General posts promoting the company or brand comprised 1% of marketing.

Figure 4
Marketing Tactics Used

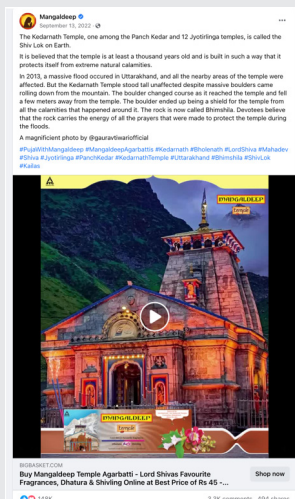


N = 806

¹ See Appendix Table 1 for the definitions of marketing tactics categories.

Examples of marketing tactics

Brand extension



An account for ITC Ltd.'s incense brand, Mangaldeep, posted about the Kedarnath Temple. The post garnered nearly 152,000 engagements, including 148,000 likes.

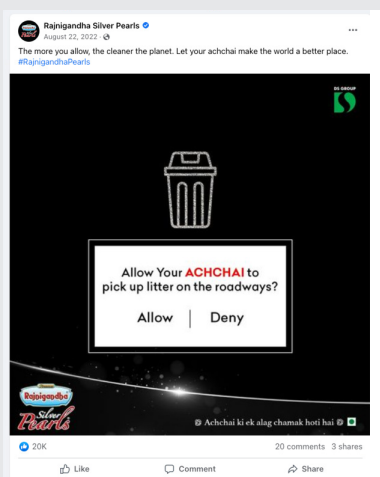
Source: Mangaldeep Facebook



Twin influencers promote DS Group's catch foods, garnering 33,408 likes.

Source: catch foods Instagram

Surrogate marketing



This post for DS Group's Rajnigandha mouth fresheners, encourages doing good deeds (achchai) in everyday life.

Source: Rajnigandha Silver Pearls Facebook

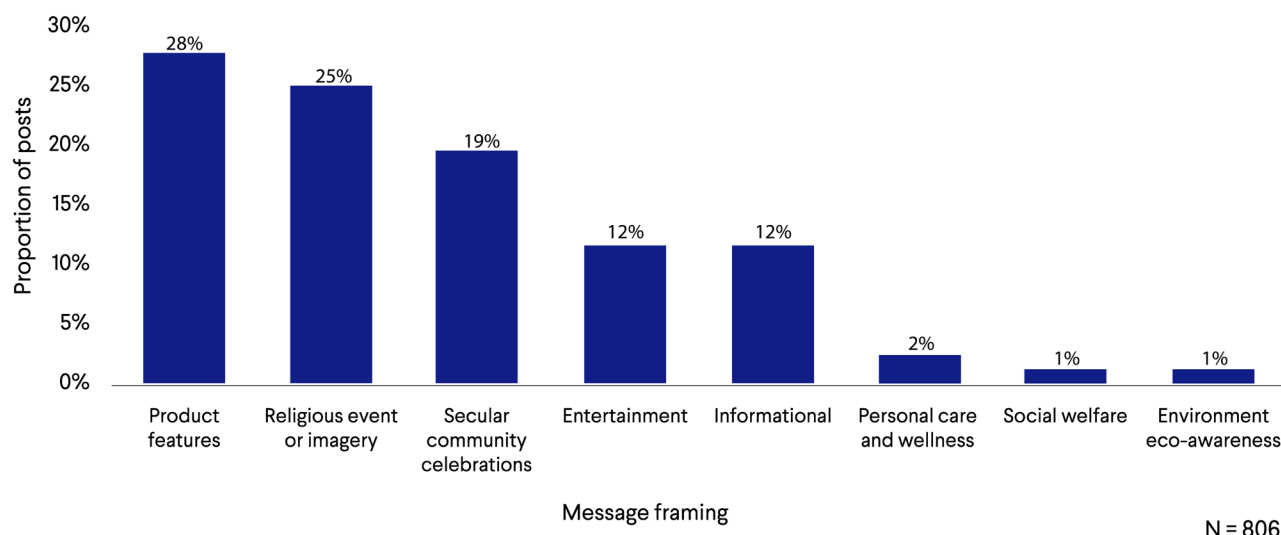


This post promotes Kothari Products Ltd.'s Pan Parag pan masala as refreshing.

Source: Pan Parag Facebook

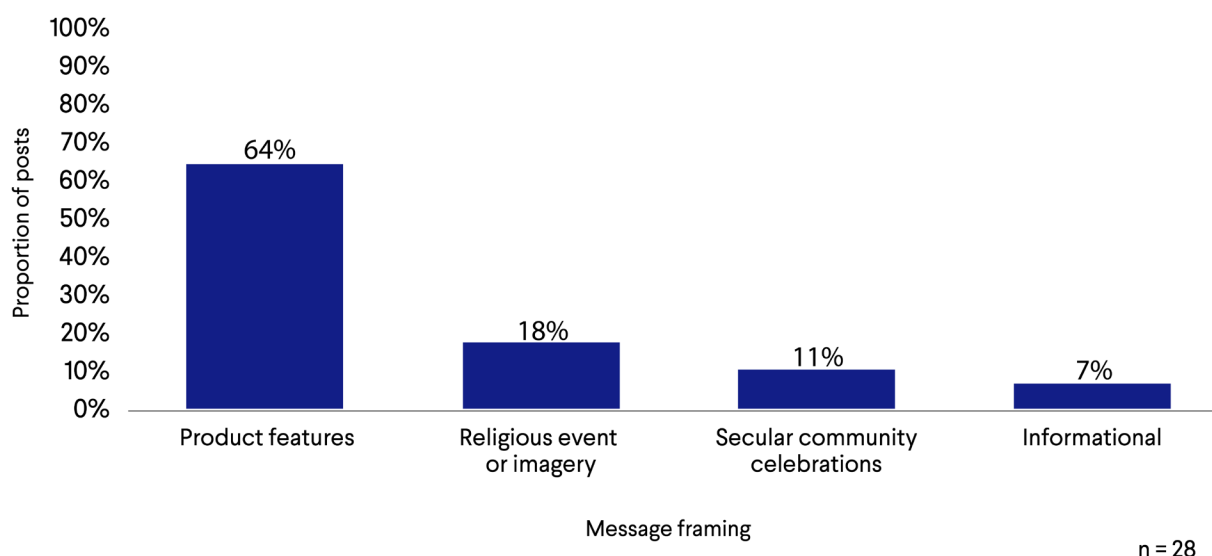
What messaging was used?² Overall, marketing messages for all products highlighted product features (28%), followed by religious events such as Onam and images of religious sites, such as the Sri Anuvavi Anjaneyar Temple dedicated to Hanuman (25%). Messaging that used secular community celebrations to promote products was also observed, including Teachers' Day, National Sports Day and Gender Equality Day (19%).

Figure 5
Message Framing Used in Marketing (All Product Types)



Messages used to promote bidis highlighted product features such as fresh flavors, while e-cigarette posts highlighted features such as number of puffs (64%). Posts leveraging religious events and imagery were also used, especially by bidi companies during Ganesh Chaturthi and Janmashtami (18%).

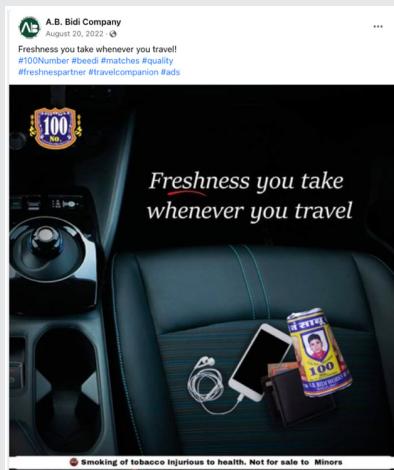
Figure 5a
Message Framing Used in Marketing (Tobacco Products)



² See Appendix Table 1 for the definitions of message framing categories.

Examples of message framing for tobacco products

Product features



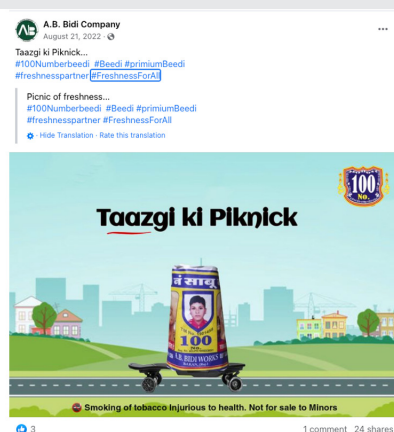
This post promotes this bidi product as being fresh and essential for daily use, just like an iPhone and wallet.

Source: A.B. Bidi Company Facebook



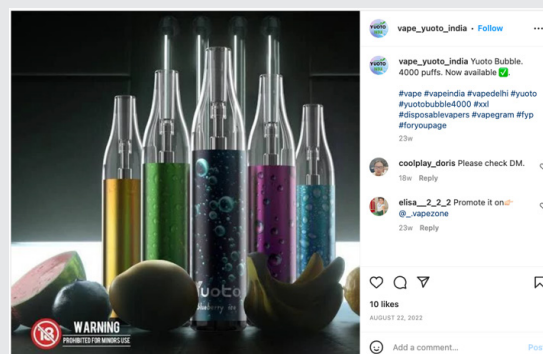
This post features images of bidis and the product packaging in an attractive design.

Source: SUN BEEDi Facebook



This post uses youth-oriented imagery such as a skateboard and cartoon background to suggest taking bidis to a picnic.

Source: A.B. Bidi Company Facebook



This third-party retailer promotes Yuoto e-cigarettes with clear images of the colorful products and by highlighting the number of puffs.

Source: vape_yuoto_india Instagram

Religious event or imagery



This bidi company offers greetings for Ganesh Chaturthi.

Source: A.B. Bidi Company Facebook



This bidi company offers greetings for Janmashtami; images of Krishna and greetings for Janmashtami were commonly used to market bidis during this observation period.

Source: Dinesh Bidi Instagram

Methods

The Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring system that offers rapid, qualitative insights into online tobacco marketing. The primary purpose of TERM is to identify instances of tobacco marketing, a known public health risk. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws.

This report summarizes information gathered by an artificial intelligence-driven monitoring tool from publicly available posts on social media platforms including Facebook, Instagram, Twitter, and YouTube, and from online media articles collected via LexisNexis. Instances of tobacco marketing are identified using keyword-based queries and through the regular monitoring of social media accounts that were identified purposively via input from tobacco control experts, market research data and keyword searches. Data coding is first conducted automatically and is then reviewed by Vital Strategies researchers using a theory-driven codebook.

The analysis is currently restricted to content in English and Hindi. Data restrictions and privacy laws followed by social media platforms may lead to undercounting of marketing activity. [Read our full methodology here.](#)

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Appendix Table 1. Definitions for marketing tactics and message framing identified

<i>Marketing tactic</i>	Type of marketing strategy used, which captures the intention of the marketing (to sell products, create brand endearment/loyalty, etc.)
Brand extension	A separate brand of non-tobacco items that are produced by tobacco companies/conglomerates. The products may use the trademark logo or the name of the parent tobacco company. These products do not show any features that indicate association with any tobacco products.
Direct marketing	Promotes the sale or use of tobacco products in a straightforward manner; shows images of the product.
Events, occasions, sponsorships	Pairs the company/brand or tobacco product with events, occasions, sponsorships and contests (e.g., product sponsorship of sports events, live concerts, holiday greetings).
General profile raising	Intended to raise the profile of the brand/company but does not fall into any of the other categories (e.g., brand/company wishing a happy new year).
Surrogate marketing	Non-tobacco products or services that have the same brand name, emblem, trademark, logo or trade insignia or any other distinctive feature (including distinctive color combinations) as a tobacco product or company so that they can be easily associated.

<i>Message framing</i>	Underlying theme around which the whole message of the post is built.
Entertainment	Posts that promote the product as being entertaining and fun. This category also includes posts that use entertainment-related content including memes, funny videos or jokes.
Environment eco-awareness	Any post that addresses climate change, conservation, sustainable development goals, or encouraging people to support environmental causes.
Informational	Posts that instruct viewers how to use a product. This category also includes posts that provide background information on the company.
Personal care and wellness	Posts that associate products with relaxation or stress management. This category also includes posts that frame products as being used for social bonding, including forming community around use of the product with like-minded peers.
Product features	Posts that primarily emphasize the available choices of product flavors and design including device colors, as well as technical specifications of the product. Posts without any text descriptions or keywords that only display the product are also included in this category.
Religious event or imagery	Posts that feature religious imagery, or celebrate religious festivals and events.
Secular community celebrations	Posts that offer celebrations or greetings for non-religious social and sporting events that are celebrated globally or nationally. This category also includes content celebrating achievements or honoring the memory contributions of those who passed away.
Social welfare	Posts that showcase activities sponsored or supported by company/brand that are meant to improve their public image. Any posts associating the company with social welfare schemes, livelihood initiatives, women's empowerment, entrepreneurship, educational scholarships, etc.

Appendix Table 2. List of direct marketing of tobacco products observed from August-September 2022

No.	Company Name (Brand)	Social Media Profile	Platform	Product Type	URL
1.	A B Bidi company	A.B. Bidi Company	Facebook	Bidi	https://www.facebook.com/113463827176399/posts/615664390289671/
2.	A B Bidi company (100 No. Bidi)	A.B. Bidi Company	Facebook	Bidi	https://www.facebook.com/483834073751130/posts/488293026638568
3.	A B Bidi company (100 No. Bidi)	A.B. Bidi Company	Facebook	Bidi	https://www.facebook.com/113463827176399/posts/617160130140097/
4.	A B Bidi company (100 No. Bidi)	A.B. Bidi Company	Facebook	Bidi	https://www.facebook.com/113463827176399/posts/611495300706580/
5.	A B Bidi company (100 No. Bidi)	A.B. Bidi Company	Facebook	Bidi	https://www.facebook.com/113463827176399/posts/607682524421191/

6.	A B Bidi company (100 No. Bidi)	A.B. Bidi Company	Facebook	Bidi	https://www.facebook.com/113463827176399/posts/607010561155054/
7.	A B Bidi company (100 No. Bidi)	A.B. Bidi Company	Facebook	Bidi	https://www.facebook.com/113463827176399/posts/605013371354773/
8.	Sun Beedi (S.M. Sun Gold)	SUN Beedi	Facebook	Bidi	https://www.facebook.com/752082716126244/posts/751295922871590/
9.	Thalappa Ganesh Bidi *	Thalappa Ganesh Beedies	Facebook	Bidi	https://www.facebook.com/407675908032556/posts/492877446179068/
10.	Thalappa Ganesh Bidi *	Thalappa Ganesh Beedies	Facebook	Bidi	https://www.facebook.com/407675908032556/posts/486378310162315/
11.	Thalappa Ganesh Bidi *	Thalappa Ganesh Beedies	Facebook	Bidi	https://www.facebook.com/407675908032556/posts/481309630669183/
12.	Thalappa Ganesh Bidi *	Thalappa Ganesh Beedies	Facebook	Bidi	https://www.facebook.com/407675908032556/posts/472460188220794/
13.	JUUL*	geekbar india	Instagram	E-cigarettes	https://www.instagram.com/reel/ChrHXVvljiM/
14.	R and M Tornado *	geekbar india	Instagram	E-cigarettes	https://www.instagram.com/reel/CiErCcHJgH2/
15.	R and M Tornado *	geekbar india	Instagram	E-cigarettes	https://www.instagram.com/reel/Chojkw-lSr9/
16.	Unidentifiable	vape_wholesaler_ india	Instagram	E-cigarettes	https://www.instagram.com/reel/Cib7pKjDncq/
17.	Yuoto	Yuoto India	Instagram	E-cigarettes	https://www.instagram.com/reel/Cib76PkDqV4/
18.	Yuoto	Yuoto India	Instagram	E-cigarettes	https://www.instagram.com/p/Chj_8JwJtCI/
19.	Yuoto	Yuoto India	Instagram	E-cigarettes	https://www.instagram.com/p/Chj9xsSpgj7/
20.	Yuoto	Yuoto India	Instagram	E-cigarettes	https://www.instagram.com/p/Chj9g_IJDnZ/

*Account has been deactivated or deleted

Appendix Table 3. List of accounts observed from August-September 2022

Account names	Platform	Type of product	Type of account	Marketing instances	URL
geekbar india	Instagram	E-cigarettes	Third-party retailer	3	https://www.instagram.com/ukvaporwaves_india/
Yuoto India	Instagram	E-cigarettes	Third-party retailer	3	https://www.instagram.com/vape_yuoto_india/
vape_wholesaler_india	Instagram	E-cigarettes	Third-party retailer	2	https://www.instagram.com/vape_wholesaler_india/
Catch Foods	Facebook	Smokeless tobacco companies	Product brand / company	18	https://www.facebook.com/CatchFoods/
Rajnigandha Silver Pearls	Facebook	Smokeless tobacco companies	Product brand / company	16	https://www.facebook.com/RajnigandhaSilverPearls/
Chingles	Facebook	Smokeless tobacco companies	Product brand / company	16	https://www.facebook.com/Chinglesgums
Pass Pass Fun Mouth Freshener	Facebook	Smokeless tobacco companies	Product brand / company	15	https://www.facebook.com/passpassfunMF/
Pan Parag	Facebook	Smokeless tobacco companies	Product brand / company	14	https://www.facebook.com/panparagindia
Birthright	Facebook	Smokeless tobacco companies	Product brand / company	13	https://www.facebook.com/BirthrightForAll
Miraj Group	Facebook	Smokeless tobacco companies	Product brand / company	6	https://www.facebook.com/MIRAJGROUP/
Miraj Pipes & Fittings P	Facebook	Smokeless tobacco companies	Product brand / company	5	https://www.facebook.com/mirajpipes/
Pan Bahar	Facebook	Smokeless tobacco companies	Product brand / company	5	https://www.facebook.com/panbaharelaichi
Miraj Multicolour	Facebook	Smokeless tobacco companies	Product brand / company	3	https://www.facebook.com/mirajmulticolour/
Miraj Foods	Facebook	Smokeless tobacco companies	Product brand / company	2	https://www.facebook.com/mirajfoods
DB Signature Silver Elaichi	Facebook	Smokeless tobacco companies	Product brand / company	1	https://www.facebook.com/DBSignature
Chingles	Instagram	Smokeless tobacco companies	Product brand / company	21	https://www.instagram.com/chinglesgums/

Catch Foods	Instagram	Smokeless tobacco companies	Product brand / company	21	https://www.instagram.com/catch_foods/
Pass Pass	Instagram	Smokeless tobacco companies	Product brand / company	18	https://www.instagram.com/passpassmf/
Rajnigandha Silver Pearls	Instagram	Smokeless tobacco companies	Product brand / company	15	https://www.instagram.com/rajnigandhasilverpearls/
Birthright	Instagram	Smokeless tobacco companies	Product brand / company	15	https://www.instagram.com/birthrightforall/
Pan Parag	Instagram	Smokeless tobacco companies	Product brand / company	13	https://www.facebook.com/panparagindia
Miraj Group	Instagram	Smokeless tobacco companies	Product brand / company	6	https://www.instagram.com/mirajgroupofficial/
Bahar Pan Masala	Instagram	Smokeless tobacco companies	Product brand / company	4	https://www.instagram.com/catch_foods/
Multicolour	Instagram	Smokeless tobacco companies	Product brand / company	3	https://www.instagram.com/miraj_multicolour/
Miraj Miracle	Instagram	Smokeless tobacco companies	Product brand / company	1	https://www.instagram.com/miraj_miracle/
indiantelvision	News site	Smokeless tobacco companies	Product brand / company	1	https://www.indiantelevision.com/
businesstoday	News site	Smokeless tobacco companies	Product brand / company	1	https://www.businesstoday.in/
adgully	News site	Smokeless tobacco companies	Product brand / company	1	https://www.adgully.com/
bestmediainfo	News site	Smokeless tobacco companies	Product brand / company	1	https://bestmediainfo.com/
Catch Foods	Twitter	Smokeless tobacco companies	Product brand / company	26	https://twitter.com/catch_foods
Chingles	Twitter	Smokeless tobacco companies	Product brand / company	17	https://twitter.com/ChinglesGums
Pass Pass	Twitter	Smokeless tobacco companies	Product brand / company	13	https://twitter.com/PassPassMF
Pan Parag	Twitter	Smokeless tobacco companies	Product brand / company	13	https://twitter.com/panparagindia

Pan Parag	YouTube	Smokeless tobacco companies	Product brand / company	1	https://www.youtube.com/@PanParagIndia
Mangaldeep	Facebook	Smokeless tobacco companies	Product brand / company	28	https://www.facebook.com/1217074818324169/posts/5770012709697001/
Classmate	Facebook	Smokeless tobacco companies	Product brand / company	21	https://www.facebook.com/Classmate/
Sunfeast Dark Fantasy	Facebook	Smokeless tobacco companies	Product brand / company	20	https://www.facebook.com/DarkFantasySunfeast/
Aashirvaad	Facebook	Smokeless tobacco companies	Product brand / company	19	https://www.facebook.com/Aashirvaad/
ITC Master Chef	Facebook	Smokeless tobacco companies	Product brand / company	18	https://www.facebook.com/ITCMasterChefOfficial/
Fiama	Facebook	Smokeless tobacco companies	Product brand / company	17	https://www.facebook.com/FiamaIndia/
Vivel	Facebook	Smokeless tobacco companies	Product brand / company	14	https://www.facebook.com/VivelbyITC/
A.B. Bidi Company	Facebook	Smokeless tobacco companies	Product brand / company	11	https://www.facebook.com/profile.php?id=100063736256244
Paperkraft	Facebook	Smokeless tobacco companies	Product brand / company	10	https://www.facebook.com/paperkraft
Fabelle Exquisite Chocolates	Facebook	Smokeless tobacco companies	Product brand / company	8	https://www.facebook.com/FabelleChocolates
Mom's Magic	Facebook	Smokeless tobacco companies	Product brand / company	7	https://www.facebook.com/sunfeastmomsmagic/
Sunbean Coffee	Facebook	Smokeless tobacco companies	Product brand / company	7	https://www.facebook.com/ITCSunbeanCoffee/
Aashirvaad Svasti	Facebook	Smokeless tobacco companies	Product brand / company	7	https://www.facebook.com/aashirvaadsvasti/
Bingo!	Facebook	Smokeless tobacco companies	Product brand / company	5	https://www.facebook.com/BingoSnacks
Candyman Fantastik	Facebook	Smokeless tobacco companies	Product brand / company	5	https://www.facebook.com/candymanfantastik
Dinesh Bidi	Facebook	Smokeless tobacco companies	Product brand / company	3	https://www.facebook.com/dineshbidi

Sunfeast Yippee	Facebook	Smokeless tobacco companies	Product brand / company	3	https://www.facebook.com/SunfeastYippee/
Kitchens of India - Indian Region	Facebook	Smokeless tobacco companies	Product brand / company	3	https://www.facebook.com/KitchensofIndia/
Savlon India	Facebook	Smokeless tobacco companies	Product brand / company	2	https://www.facebook.com/SavlonIndia/
Nimyle	Facebook	Smokeless tobacco companies	Product brand / company	2	https://www.facebook.com/NimyleOfficial/
SUN Beedi	Facebook	Smokeless tobacco companies	Product brand / company	1	https://www.facebook.com/profile.php?id=100039735687134
Aashirvaad	Instagram	Smokeless tobacco companies	Product brand / company	38	https://www.instagram.com/aashirvaad/
Classmate	Instagram	Smokeless tobacco companies	Product brand / company	23	https://www.instagram.com/classmatebyitc/
ITC Master Chef	Instagram	Smokeless tobacco companies	Product brand / company	22	https://www.instagram.com/itcmasterchef/
Sunfeast Dark Fantasy	Instagram	Smokeless tobacco companies	Product brand / company	21	https://www.instagram.com/sunfeastdarkfantasy/
Mangaldeep	Instagram	Smokeless tobacco companies	Product brand / company	21	https://www.instagram.com/pujawithmangaldeep/
Fiama	Instagram	Smokeless tobacco companies	Product brand / company	14	https://www.instagram.com/fiamaindia/
Vivel	Instagram	Smokeless tobacco companies	Product brand / company	13	https://www.instagram.com/vivelbyitc/
Sunfeast Yippee	Instagram	Smokeless tobacco companies	Product brand / company	10	https://www.instagram.com/sunfeast_yippee/
Paperkraft	Instagram	Smokeless tobacco companies	Product brand / company	9	https://www.instagram.com/paperkraft_itc/
Sunbean Coffee	Instagram	Smokeless tobacco companies	Product brand / company	8	https://www.instagram.com/itcsunbean/
Sunfeast Mom's Magic	Instagram	Smokeless tobacco companies	Product brand / company	7	https://www.instagram.com/sfmomsmagic/
Fabelle Exquisite Chocolates	Instagram	Smokeless tobacco companies	Product brand / company	6	https://www.instagram.com/fabellechocolates/

Nimwash Vegetable & Fruit Wash	Instagram	Smokeless tobacco companies	Product brand / company	6	https://www.instagram.com/nimwash/
Aashirvaad Svasti Ghee	Instagram	Smokeless tobacco companies	Product brand / company	5	https://www.instagram.com/aashirvaadsvastighee/
Farmlite	Instagram	Smokeless tobacco companies	Product brand / company	4	https://www.instagram.com/sunfeastfarmlite/
Nimyle	Instagram	Smokeless tobacco companies	Product brand / company	2	https://www.instagram.com/nimyleofficial/
Savlon India	Instagram	Smokeless tobacco companies	Product brand / company	2	https://www.instagram.com/savlon.india/
indian_vape_shop	Instagram	Smokeless tobacco companies	Product brand / company	1	https://www.instagram.com/indian_vape_shop/
livemint.com	News site	Smokeless tobacco companies	Product brand / company	1	livemint.com
exchange4media	News site	Smokeless tobacco companies	Product brand / company	1	https://www.exchange4media.com/
Sunfeast Dark Fantasy	Twitter	Smokeless tobacco companies	Product brand / company	31	https://twitter.com/SDarkFantasy
Bingo!	Twitter	Smokeless tobacco companies	Product brand / company	5	https://twitter.com/BingoSnacks
Fabelle Exquisite Chocolates	Twitter	Smokeless tobacco companies	Product brand / company	4	https://twitter.com/Fabelle
Sunfeast Mom's Magic	Twitter	Smokeless tobacco companies	Product brand / company	4	https://twitter.com/sfmomsmagic
Sunfeast Farmlite	Twitter	Smokeless tobacco companies	Product brand / company	3	https://twitter.com/farmlite
Sunfeast Yippee	Twitter	Smokeless tobacco companies	Product brand / company	2	https://twitter.com/SunfeastYippee
Mangaldeep*	Twitter	Smokeless tobacco companies	Product brand / company	1	https://twitter.com/ITCMangaldeep/status/1563249767265619969
Aashirvaad	YouTube	Smokeless tobacco companies	Product brand / company	6	https://www.youtube.com/@Aashirvaad
Vivel	YouTube	Smokeless tobacco companies	Product brand / company	5	https://www.youtube.com/@vivelbyte

Mom's Magic	YouTube	Smokeless tobacco companies	Product brand / company	2	https://www.youtube.com/@sunfeastmomsmagic
Mangaldeep	YouTube	Smokeless tobacco companies	Product brand / company	1	https://www.youtube.com/@MangaldeepAgarbattis

*Account has been deactivated or deleted

Other TERM reports: India

- Protecting Youth From Online E-Cigarette Marketing: Findings From a New Study in India, Indonesia and Mexico - [English](#)
- Findings from a TERM Content Analysis of E-Cigarette Marketing on Social Media: India - [English](#)
- Hidden in Plain Sight: Surrogate Marketing of Tobacco Products on Social Media in India - [English](#)
- Selling Death on Social Media: How bidis are reaching consumers online - [English](#)

For more information:

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