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Cost of human life for Wills sponsorship

Sir: It is interesting to note that Wills pays approximately Rs.53 crore for the sponsorship of the World Cup. Rs.53 crore of the company's profit would require a sale of about 530 crore cigarettes (Re 1 per stick).

It is estimated that a dying smoker has smoked, on an average, 100,000 cigarettes (10 cigarettes per day for 25 years). One of every two such smokers has died because of smoking. That would mean that it takes two lakh cigarettes to kill one person.

Now, lo and behold a glimpse of the hell. For recovering the modest cost of the sponsorship of the World Cup, Wills would have to kill 26,500 people! (The arithmetic is simple; divide 530 crore by two lakh).

Indeed, a small cost for society for the great joy of the World Cup!

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