



# THE TIMES OF INDIA

## Smokeless World Cup

Sir, — It's ironic that a company which has allegedly cheated the government by evading Rs 800 crores of excise, ("Central excise board slaps Rs 799-cr. fine on ITC", January 3), has the honour of being advertised by our cricket heroes. Don't our Sachins and Kamblis realise that their sponsorship money may be tainted? That their promotion of the World Cup sponsored by this company can also endorse the tobacco habit among youngsters? Do they wish to promote cancer and heart attacks while they play and make money? It's just not cricket. The solution is simple: just chose a non-tobacco sponsor. Make the World Cup tobacco-free.

Dr. JAYANT S. VAIDYA  
National Organisation for  
Tobacco Eradication

Bombay.