DRI seizes around 13,000 e-cigarettes worth more than Rs. 4 crore at JNPT Port in its sustained crackdown on illicit trade

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Acting on specific intelligence, Directorate of Revenue Intelligence (DRI) officers intercepted one import consignment suspected to contain e-cigarettes wherein the goods were mis-declared as “Mop Rod”. A detailed examination of the container led to 6,000 pieces of E-cigarettes “Yuoto Thanos”, 7,000 pieces of “Yuoto Lens” branded e-cigarettes, concealed at the end of the container amidst the declared cargo of Mop Rod (Handle).

In total 13,000 e-cigarettes along with the cover cargo collectively valued over Rs 4 crore were seized under relevant sections of Customs Act.

Electronic cigarettes and all Electronic Nicotine Delivery Systems (ENDS) are prohibited in India under the Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019, enacted in the interest of public health and to protect people from harm.

In the current FY 2026-27, DRI have seized around 3,55,000 e-cigarettes worth more than Rs. 135 crore in across various ports, airports, and ICDs in Maharashtra, Gujarat, Delhi and West Bengal.

These seizures highlights DRI’s continued commitment to combating cross-border smuggling and protecting the country’s economic and public health interests

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