

**Table S9: Percentage difference between the choice of tobacco pack category in comparison to pack category A (Telangana; n=1,001)**

	Between pack B and A		Between pack C and A		Between pack D and A	
	Unadjusted % difference (95% CI)	Adjusted % difference (95% CI)*	Unadjusted % difference (95% CI)	Adjusted % difference (95% CI)*	Unadjusted % difference (95% CI)	Adjusted % difference (95% CI)*
1. Most effective in motivating tobacco users to quit	<b>1.1</b> (0.29 – 1.91)	1.00 (0.22 – 1.78)	<b>63.30</b> (60.27 – 66.33)	<b>63.34</b> (60.35 – 66.33)	<b>34.40</b> (31.41 – 37.39)	<b>34.46</b> (31.50 – 37.41)
2. Most effective in preventing initiation of tobacco use	0.60 (-0.23 – 1.43)	0.50 (-0.31 – 1.31)	<b>41.74</b> (38.60 – 44.88)	<b>41.85</b> (38.74 – 44.96)	<b>55.25</b> (52.09 – 58.42)	<b>55.23</b> (52.09 – 58.37)
3. Most likely to make you think that health risks of tobacco are extremely serious	0.50 (-0.26 – 1.26)	0.50 (-0.26 – 1.26)	<b>51.00</b> (47.83 – 54.17)	<b>51.11</b> (47.96 – 54.26)	<b>46.49</b> (43.33 – 49.65)	<b>46.38</b> (43.22 – 49.54)
4. GHWs are most noticeable	0.50 (-0.09 – 1.09)	0.50 (-0.09 – 1.09)	<b>54.65</b> (51.54 – 57.77)	<b>54.65</b> (51.54 – 57.77)	<b>44.04</b> (40.93 – 47.15)	<b>44.04</b> (40.93 – 47.15)
5. Message conveyed by the GHW is easiest to understand	<b>0.70</b> (0.11 – 1.29)	0.70 (0.11 – 1.29)	<b>59.20</b> (56.14 – 62.26)	<b>59.20</b> (56.15 – 62.26)	<b>39.70</b> (36.65 – 42.75)	<b>39.69</b> (36.65 – 42.73)
6. Most likely to lure adults into using tobacco products	<b>-80.30</b> (-83.66 – -76.94)	<b>-80.29</b> (-83.58 – -76.99)	<b>-82.40</b> (-85.42 – -79.38)	<b>-82.38</b> (-85.36 – -79.39)	<b>-85.30</b> (-87.78 – -82.82)	<b>-85.28</b> (-87.73 – -82.84)
7. Most likely to lure children and adolescents into using tobacco products	<b>-73.20</b> (-76.91 – -69.48)	<b>-73.17</b> (-76.87 – -69.48)	<b>-73.40</b> (-77.09 – -69.71)	<b>-73.36</b> (-77.03 – -69.70)	<b>-78.60</b> (-81.53 – -75.67)	<b>-78.57</b> (-81.48 – -75.66)

\*linear regression model adjusted for covariates which were significantly associated with the outcome. The covariates were gender (female/male), area (rural/urban), socioeconomic status (low/middle/high), age groups (13-17 yrs/18-24 yrs/25-44 yrs, 44 yrs and above) and tobacco use (never user/user). Q1-SES excluded; Q2-age group excluded; Q3-gender/SES excluded; Q4-gender/SES/tobacco use excluded; Q5-SES/tobacco use/age group excluded; Q6, 7-age group and tobacco use excluded

**Bold numbers indicate significance (p<0.05)**