I. General Provisions

1. These Guidelines have been developed in accordance with Decree of the Government of the Russian Federation of 27 November 2017 No. 1433 "On conducting an experiment for marking tobacco products by means of identification tools and monitoring of tobacco products circulation" (hereinafter referred to as "Decree", "Experiment").

2. The guidelines on conducting of the Experiment (hereinafter the "Guidelines") regulate the relations associated with implementation in 2018 of the experiment conducted in accordance with the Decree.

3. In the course of the Experiment, we must take into account the goals and objectives determined in the Decree on conducting the experiment for tobacco products marking by means of identification tools and monitoring of tobacco products circulation approved by the Decree.

4. In the course of the experiment, these Guidelines may be improved.

5. The experiment is conducted in two steps. The first step to be performed from 15 January to 30 June 2018, the second one – from 1 July to 31 December 2018. Several provisions of the Guidelines are introduced at the second step of the experiment. These provisions are stipulated in Section V of the Guidelines.

6. For the purposes of these Guidelines, the following terms and definitions are used:


— mouthpiece cigarettes
— filter cigarettes
— non-filter cigarettes

sold to end consumers in retail and/or group package.

2) Information system of marking and monitoring of tobacco products circulation (hereinafter referred to as "IS LMTPC") is an information system created for the purposes of information support of
marking of products by means of identification tools and monitoring of tobacco products circulation.

3) IS LMTPC operator is an organisation determined according to the Decree for the development and operation of IS LMTPC for the purposes of conducting an experiment.

4) Monitoring of tobacco products circulation — analysis of tobacco products circulation based on the information registered by the tobacco trade agents according to these Guidelines in IS LMTPC.

5) Tobacco products circulation — storage, transportation, import to the Russian Federation, acceptance and transfer of tobacco products, including their purchase and sale across the Russian Federation.

6) Retail package of tobacco products (hereinafter referred to as "retail package") is a package intended for sale or primary packaging of the products sold to end consumers.

7) Group package of tobacco products (hereinafter referred to as the "group package") is a package that combines a certain number of retail packages wrapped in polymer film or paper or stretched over with paper ribbon. Group package may also be sold to end consumers.

8) Shipping package of tobacco products (hereinafter referred to as "shipping package") is a package that combines tobacco products packaged in retail and/or group package or packaged in shipping package as well, that is used to store or transport tobacco products in order to protect them against damage during transportation and comprise an independent trade unit.

9) Commodity code is an accounting code for logistics units according to the corresponding commodity classification maintained by Association of automatic identification UNISCAN/GS1 RUS (hereinafter referred as "GS1") assigned to the commodity group in the course of creating its description by economic agents in the information resource that determines the type of tobacco products manufactured by a tobacco products manufacturer.

10) Identification code is a sequence of symbols containing a unique number of a sample product.

11) Verification code is a sequence of symbols created as a message authentication code according to GOST 28147-89 based on the marking code data. It contains an ID for the cryptography key.

12) Marking code is a sum of commodity code, identification code and verification code. For the purposes of identification of retail, group and shipping packaging, the code is comprised according to section II of these Guidelines.

13) Identification tool is a machine-readable marking code introduced as barcode that is created as part of the experiment in compliance with the requirements specified in section II of these Guidelines, in order to be applied to packaging of tobacco products.

14) Serialisation is a procedure for generating marking codes for retail and/or group and/or shipping packaging.

15) Marking packaging of tobacco products is a process of application of identification tools onto retail, group and shipping packaging according to these Guidelines, and introduction of reliable information about the identification tools through the entire process of manufacturing and circulation of tobacco products into IS LMTPC.

16) Aggregation is a combination of retail package of tobacco products into one group and/or
shipping package for tobacco products along with preserving the information on the connection of
identification codes of each nested package of goods with the identification code of the created group
and/or shipping package and applying the corresponding identification tools to the group and/or shipping
package in order to provide the traceability of tobacco products movement through the commodity
distribution chain without the need to open the created group and/or shipping package.

Aggregation implies the possibility of any nesting level:

- first-level aggregation – combining of retail packages (e.g. pack of cigarettes) into one group
  package (block of cigarettes)
- second-level aggregation – combining of retail or group packages into one shipping package
  (small parcel or carton)
- third-level aggregation – combining of shipping packages into another shipping package of the
  upper nesting level (palette or container)

17) E-document – according to the Federal Law of 27 July 2006 No. 149-FZ "On information,
information technologies and protection of information" – documented information introduced
electronically, i.e. in a form that is suitable for human perception aided with electronic computers, and for
transferring it through information and telecommunication networks or for processing in information
systems. According to these Guidelines, e-documents include applications for registration, notification,
applications and other formalised messages determined by these Guidelines that are participating in data
exchange between participants of the experiment implemented both by means of communication channels
and Personal Accounts provided by IS LMTPC Operator. Contents and format of data included in e-
documents, rules for verification of contents of the data and reference materials used to create the data,
forms of standard agreement between experiment participant and fiscal data operator are subject to
approval by the Ministry of Industry and Trade of the Russian Federation as agreed with the Ministry of
Finance of the Russian Federation.

7. Experiment participants include:

1) Authorised Federal executive authorities:

a) Ministry of Industry and Trade of the Russian Federation (hereinafter referred to as MIT RF);

b) Ministry of Finance of the Russian Federation (hereinafter referred to as MF RF);

c) Ministry of Agriculture of the Russian Federation (hereinafter referred to as MA RF);

d) Ministry of Communications and Mass Media of the Russian Federation (hereinafter referred to
as MCMM RF);

e) Federal Security Service of the Russian Federation (hereinafter referred to as FSS RF);

f) Federal Tax Service of the Russian Federation (hereinafter referred to as FTS RF);

g) Federal Customs Service (hereinafter referred to as FCS RF), starting from 1 July 2018;

h) Federal Supervisory Agency for Customer Protection and Human Welfare (hereinafter referred to
as Rospotrebnadzor).
2) Tobacco products trade agents:
   a) tobacco product manufacturers
   b) tobacco products import companies, starting from 1 July 2018
   c) tobacco products wholesale companies
   d) tobacco products retailers
3) Other participants to the experiment:
   a) IS LMTPC Operator
   b) fiscal data operators

8. Participants to the experiment from among tobacco trade agents are determined voluntarily based on their applications. New tobacco trade agents may join the experiment in the course of its implementation.

II. Content of information included into the marking code and rules for identification tool creating and applying to the package

1. Marking code structure complies with the following requirements:

   1) Marking code for retail package includes three data groups:
      a) the first group contains 14 digits and a commodity code according to the corresponding GS1 classification
      b) the second group contains 7 symbols (digits, lower and upper case Latin letters and special characters) and an identification code for tobacco product package
      c) the third group contains 8 symbols (digits, lower and upper case Latin letters and special characters) and a verification code

   2) Verification code for group package complies with GS1 standard and contains three mandatory data groups:
      a) the first group is identified by AI='01' or AI='02' application code, contains 14 digits and a commodity code that describes retail packages included in the group package or the group package itself
      b) the second group is identified by AI='21' application code, contains 7 symbols (digits, lower and upper case Latin letters and special characters) and an identification code for the group package
      c) the third group is identified by AI='9099' application code, contains 8 symbols (digits, lower and upper case Latin letters and special characters) and a verification code

   3) Verification code for shipping package complies with GS1 standard and contains three mandatory data groups:
a) the first group is identified by AI='01' or AI='02' application code, contains 14 digits and commodity code that describes retail or group packages included in the shipping package, or it is identified by GS1 AI='00' application code, contains 18 digits and logistics unit SSCC code.

b) the second group is identified by AI='21' application code, contains 7 symbols (digits, lower and upper case Latin letters and special characters) and an identification code for the group package.

c) the third group is identified by AI='9099' application code, contains 8 symbols (digits, lower and upper case Latin letters and special characters) and a verification code. During the first step of the experiment, it is acceptable not to include the verification code in the identification tools.

4) Symbols which are permitted for use in the second and the third groups are listed in the following row:

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!"%&'()*+-./_:;=<>?

2. Rules for conversion of marking code to an identification tool.

1) Conversion of a marking code into an identification tool for retail, group and shipping package is performed by a tobacco product manufacturer or experiment participant that creates a group or shipping package.

2) The format, in which an identification tool is introduced, is selected from the following list:

   a) Identification tool for retail package is expressed by a two-dimensional DataMatrix barcode;

   b) Identification tool for group package is expressed by a two-dimensional GS1-DataMatrix barcode;

   c) Identification tool for shipping package is expressed by a single-dimensional GS1-128 barcode.

3. Bar-coded identification tools comply with the following requirements:

1) For retail and group package a module of at least 0.3 mm is used, and for a shipping package – a module of at least 2 mm.

2) Probability of identification tool guessing must be negligibly small and in all events less than one in ten thousand.

3) IS LMTPC does not support repeated serialisation for the code applied to the package of a retired product.

4) Error detection and correction feature is an equivalent or higher than that of DataMatrix ECC200.


4. Rules for applying the identification tool to the package.

1) Identification tool is applied to the lower butt end or to the side of a retail package.

2) Identification tool should preferably be applied to the side of a group package.
3) Identification tool should preferably be applied to the front or to the side of a shipping package.

**III. Requirements for the equipment used to apply and reading**

1. As part of the experiment implemented by a tobacco trade agent, identification tools are applied directly to retail, group and shipping package or to the label glued to the package. The application method of the identification tool and equipment used for this purpose may be selected without any limitations as part of this experiment.

2. Recommended requirements to the quality of identification tool application to retail and shipping package:

   1) Application with quality level C or higher according to ISO 15415 (GOST R ISO/IEC 15415-2012)

   2) Application by means of printing, using ECC-200 error correction method


4. Code-reading equipment must enable reading codes applied according to ISO 15415 (GOST R ISO/IEC 15415-2012), including parameters specified in section II of these Guidelines.

**IV. Information support of interaction between the participants to the Experiment**

1. For the purposes of implementing the Experiment, IS LMTPC Operator shall develop and operate IS LMTPC.

2. Operator shall exercise the following functions using IS LMTPC:

   1) maintain a register of participants to the experiment that are tobacco trade agents (hereinafter referred to as the "participants register"),

   2) maintain a register of tobacco products, circulation of which is enabled by participants to the Experiment that are tobacco trade agents (hereinafter referred to as the "products register"). This register contains the name of the tobacco product, GS1 commodity code, commodity group code according to foreign economic activity commodity nomenclature (TN VED), product code according to products classifier of economic activity types (RCPEA2) OK 034-2014 (KPES 2008), maximum retail price and the validity period for each commodity item.

   3) maintains the register of identification tools (hereinafter referred to as "IT Register"). This register contains commodity code and identification code for tobacco products as well as status information for the corresponding tobacco product logistics unit in the course of its manufacturing and circulation.

   4) provides participants to the Experiment, including Federal executive authorities, with the information contained in registers within the competence of the participants.

   5) provides consumers of tobacco products with the information of the identification tool added to retail package of tobacco products, and of the status of the corresponding tobacco product logistic unit in the course of its manufacturing and circulation.
3. Interaction between participants of the Experiment and IS LMTPC is enabled by means of e-documents signed with an encrypted e-signature registered for the Experiment participant.

4. E-document exchange is performed both through communication channels and by means of querying the dedicated information web service provided by the Operator to the participant of the experiment (hereinafter referred to as the "Personal Account").

5. Compliance of the information contained in e-documents including in e-documents created by experiment participants in their Personal Accounts in accordance with the Subparagraph 17), Paragraph 6, section I of these Guidelines (hereinafter referred to as the "information correctness") is checked automatically by IS LMTPC tools.

If the experiment participants provide incorrect data, IS LMTPC Operator sends a notification to the Experiment participant specifying a detected discrepancy.

If the Experiment participants provide incorrect data, IS LMTPC sends a notification of adding the data to IS LMTPC to the Experiment participant.

Operator automatically sends a notification specified in this section to the Experiment participant within 2 hours after receipt of the document, if no indication to any other time is contained in section V.

Notifications must be signed with an encrypted e-signature registered for IS LMTPC Operator.

V. Procedure for registration of the Experiment participants that are tobacco trade agents and for the monitoring of the manufacture and circulation of tobacco products

1. Procedure for registration of the experiment participants that are tobacco trade agents, for amendment and refinement of previously provided information, and for excluding an Experiment participant.

1) In order to include the information into the register of participants, a legal entity or an individual registered as a sole proprietor, that expressed the intention to participate in the Experiment, shall file an application to IS LMTPC Operator through communication channels, or file an application on the IS LMTPC Operator's website.

a) Application filed by an Experiment participant (tobacco product manufacturer) contains the following information:

– name of a tobacco product manufacturer

– INN/KPP of the manufacturer

– addresses of the production sites and warehouses where production and storage of tobacco products take place Addresses are specified according to the State register of addresses (Federal information address system),

– email

b) Application filed by an Experiment participant that is a wholesale trade agent contains the following information:
name of a tobacco wholesale company

– INN/KPP of a tobacco wholesale company

– addresses of the warehouses where storage of tobacco products takes place. Addresses are specified according to the State register of addresses,

– email

c) Application filed by an Experiment participant that is a retail trade agent contains the following information:

– name of a tobacco retail company

– INN/KPP of a tobacco retail company

– addresses of trade and warehousing facilities where sale and storage of tobacco products take place. Addresses are specified according to the State register of addresses,

– email.

– registration numbers of cash register equipment installed in corresponding trade facilities

– information about agreements made with fiscal data operators (INN/KPP and a name of the fiscal data operator) for the purposes of Experiment implementation

d) In these applications, participants of the Experiment shall specify information about their efforts in obtaining identification tools from IS LMTPC Operator and applying them to tobacco products (logistics units), including in the course of tobacco products manufacturing or aggregation.

2) If the application complies with the requirements established by these guidelines, IS LMTPC Operator shall include the Experiment participant to the register of participants, create a Personal Account for the participant, and notify the participant thereof at the latest of 2 hours after receipt of the application. Notification must contain registration numbers assigned to the information about the Experiment participant in the register of participants.

3) A person authorised to act on behalf of the Experiment participant shall in their Personal Account create information about other persons authorised by the participant to the Experiment that are entitled to sign e-documents on their behalf and/or submit them to IS LMTPC, and certificates for encrypted e-signatures registered for these persons, and register this information and certificates in the register of participants.

4) Registration of an Experiment participant is automatically denied in case of unavailability of information about the status of the applicant's legal entity in the Uniform state register of legal entities (for applicants that are legal entities), or about the applicant's status of sole proprietor in the Uniform state register of sole proprietors (for applicants that are sole proprietors), in case of specifying information that is not compliant with the requirements stipulated in this section, or in case of failure to provide the required information.

5) Information in the participant register is amended in line with the procedure established for the registration of Experiment participants.
6) Exclusion of an Experiment participant from the register of participants is performed by IS LMTPC Operator based on the application of the Experiment participant within 24 hours after the application is filed via the participant's Personal Account.

2. Procedure for registration of tobacco products, manufacturing and/or circulation of which is enabled by an experiment participant and for which monitoring of circulation will be performed in the course of Experiment implementation.

1) Manufacturer marks tobacco products included in the register of products with identification tools. IS LMTPC Operator includes tobacco products in the register of products based on the application filed by an Experiment participant registered in the register of participants.

2) Application for registration of tobacco products contains the following information:

– name of a tobacco product

– commodity codes and other information as per Subparagraph 2), Paragraph 2, section IV of these Guidelines, and commodity codes according to the type of package

– maximum retail price adopted for registered tobacco products, and time of validity for the price

– type of tobacco product package

3) If the information specified in the application is compliant with the requirements stipulated in this paragraph, IS LMTPC Operator shall include the information contained therein in the register of products and notify the participant thereof within 2 hours of receipt of the application. Notification contains registration numbers assigned to tobacco product data in the register of products.

4) Tobacco products data in the register of products are amended or excluded from the register in line with the same procedure that applies to the inclusion of tobacco products data in the register of products.

3. Procedure for IS LMTPC Operator to provide marking codes to the Experiment participant.

1) Experiment participant registered in the register of participants as a manufacturer shall submit an application to IS LMTPC Operator to obtain codes for marking the tobacco products included in the register of products.

2) This application contains the following tobacco products data:

– commodity code

– quantity of requested codes

– package type: retail, group, shipping

It may also contain additional information:

– production date, time and location

3) If the information specified in the application complies with the requirements stipulated in this paragraph, IS LMTPC Operator shall serialise the required quantity of marking codes, and provide a list
of these codes to the Experiment participant within 4 hours of receipt of the application, and include the information about the codes in the IT register indicating the "transferred for marking" status.

4) Participant of the Experiment shall convert marking codes into identification tools according to the requirements stipulated in section II of the document and within 24 hours after the receipt of marking codes and apply identification tools to the packages of tobacco products.

5) Within 4 hours after application of identification tools to the packages of tobacco products, the participants of the Experiment shall submit the following information about the use of marking codes to IS LMTPC:

– commodity code
– identification code
– date and time of packaging of tobacco products in retail, group or shipping package
– information about created identification tools
– information about status of marking codes and identification tools, respectively: identification tool created, applied to the package, rejected, not used within the specified timeframe
– package type: retail, group, shipping
  — for group and shipping packages — commodity codes and identification codes for retail and group (shipping) packages that are aggregated into this type of package.

6) Experiment participants may not store verification codes in their information resources for over 24 hours after submitting information about the use of marking codes that contained these verification codes to IS LMTPC.

7) After IS LMTPC Operator receives the information, they shall within 4 hours add the corresponding statuses for the marking codes and identification tools into the IT register and make this information available to the Experiment participants.

4. IS LMTPC Operator shall provide marking codes to an Experiment participant that performs aggregation of tobacco products and the participant shall apply marking codes and provide a report on the use of identification tools in line with the procedure established for tobacco products manufacturers.

5. Procedure for monitoring of introduction to the market and circulation of tobacco products.

1) In the course of transferring (accepting) of tobacco products between the experiment participants that are tobacco trade agents, parties to a trade deal shall create notifications (in the form of an all-purpose deed of transfer) of transferring (accepting) of tobacco products based on the contents of the source document that confirms transfer of ownership, then the authorised representatives of the parties sign the notification and submit it together with the electronic copy of the source document to IS LMTPC.

2) Experiment participants shall submit the notification of transferring (accepting) to IS LMTPC within 72 hours after transfer of ownership for tobacco products specified in the notification from one participant to the other takes place, but not later than when the ownership for these products is transferred from the consignee to a third party.
3) Notification of transfer contains the following information about transferred (accepted) tobacco products:

– INN/KPP of the transferring party

– INN/KPP of the accepting party

– list of product codes and identification codes contained in the identification tools for transferred (accepted) packages of tobacco products

– addresses of registered sites of Experiment participants, to/from which the products are transferred

– sale (purchase) price

– date of transfer (acceptance)

– payment details in the source document

4) If a transferring party creates new shipping packages (performs aggregation) and marks them with identification tools, then the notification must contain commodity code and identification code for the new shipping package, as well as the list of commodity codes and package for previous-level packages nested in it (e.g. in the course of a palette composition, the list of cartons comprising the palette is specified).

5) When a transfer (acceptance) notification is received, IS LMTPC Operator shall within 4 hours submit the information about transfer of ownership for tobacco products from one experiment participant to the other to the IT register specifying all the data contained in the notification.


1) In the course of retail sale, the Experiment participant that is a retail trade agent shall scan and recognise the identification tool applied to the package of a tobacco product being sold by means of technical tools linked with cash register equipment installed at their facility and registered in the participant register. At the second stage of the Experiment, the participant of the Experiment shall perform marking code correctness verification, in case a certified fiscal memory device is available that supports identification tool verification feature.

2) Information about the commodity and identification codes are included in a "sales receipt" fiscal document that is created by cash register equipment.

4) The fiscal data operator shall under the agreement with the Experiment participant (retail trade agent), but at the latest of 24 hours after sale of the tobacco product, transfer the information about the number of cash register equipment in the register, sale date, sale price, commodity code and identification code contained in the control sales receipt in IS LMTPC for each logistics unit sold.

5) IS LMTPC Operator shall within 4 hours submit the information about the retirement of the tobacco products marked with the identification tool to the IT register according to the data received from the fiscal data operator.

7. When the tobacco products are retired for reasons other than retail sale (write off), the Experiment participant that writes these products off shall submit a notification of the tobacco product retirement to IS LMTPC.
Notification of the tobacco product retirement shall contain the following information:

– commodity codes and identification codes for retired products

– name, date and number of the document that confirms products retirement

– address of the site where the retirement of the tobacco products took place

– reason for the retirement of the tobacco product

8. Consumer of tobacco products may use a mobile device to scan the identification tool applied to the tobacco product package and use a mobile app provided by IS LMTPC Operator to submit the contents of identification tool to IS LMTPC. IS LMTPC shall transfer the information about the place where the package of tobacco products was manufactured, its current location and status to the consumer of the tobacco products.

If the consumer finds any discrepancies between the data received from the operator and actual situation, then they may use a mobile app to send a notification to IS LMTPC.

9. At the second stage of the Experiment, tobacco importing companies will be added to the list of participants. In the course of preparing the second stage of the Experiment, these Guidelines will be amended with the provisions governing registration of tobacco import companies as the Experiment participants and their actions for monitoring the circulation of tobacco products.

VI. Information interaction between Federal executive authorities and the IS LMTPC Operator

1. The information contained in IS LMTPC may be provided to the Experiment participants including Federal executive authorities and received via the Personal Account and e-document exchange system. Each Experiment participant registered in the register of participants may receive both primary information transferred to IS LMTPC and anonymised data received by means of integration by the IS LMTPC Operator of the data received from other participants in compliance with the applicable legislation.

2. Federal executive authorities taking part in the Experiment shall receive analytical and aggregate reports from IS LMTPC Operator to the extent permitted by their authority and under the agreements made with the IS LMTPC Operator. Agreement between the Federal executive authority and IS LMTPC is subject to approval by MIT RF

1) The IS LMTPC Operator shall within its competence provide the Federal executive authorities that take part in the Experiment with access to IS LMTPC, making it possible to view data contained in IS LMTPC via the Personal Account of supervising authorities, supporting data upload to XLS (Microsoft Excel) files.

2) The IS LMTPC Operator shall provide data (information) exchange under the liaison agreement made with the Federal executive authority. Contents of specified data (information), procedure, form (format) and time of its provision are determined by protocols governing communications between IS LMTPC Operator and Federal executive authority developed according to the specified liaison agreement.

3. FTS RF shall provide for the IS LMTPC Operator's access to the data in the Uniform state register of legal entities, the Uniform state registry of sole proprietors, Federal information address system, reference book "Codes for types of excisable products", the State register of cash register
equipment, the List of fiscal data operators.

4. Operator shall provide FTS and other federal authorities (or provide access with the ability to upload) with registers, reference books, and creates analytical reports based on the requests of federal executive authorities approved by MIT RF and MF RF.

5. The IS LMTPC Operator shall submit information provided by FTS RF, FCS RF, Rospotrebnadzor as part of exercising their functions, to IS LMTPC. Contents of specified data (information), procedure, form (format) and time of its provision are determined by protocols governing communications between the IS LMTPC Operator and federal executive authority developed according to the liaison agreement.

**VI. Requirements for Experiment participants**

1. In order to participate in the Experiment, tobacco product manufacturers shall ensure compliance with the following terms and conditions:

   1) have a registered encrypted e-signature.

   2) have a software-hardware complex connected to IS LMTPC via communication channels, which provides automated interaction with the IS LMTPC operator with regard to obtaining marking codes. Tobacco product manufacturer may receive this software and hardware complex from IS LMTPC Operator free of charge for the time of the Experiment implementation.

   3) Have a computer system able to create e-documents and sign them with an encrypted e-signature and accept the required documents for the purposes of interaction with IS LMTPC (including requesting marking codes, information about the use of marking codes, all-purpose transfer instrument).

2. In order to participate in the Experiment, tobacco wholesale trade agents shall ensure compliance with the following conditions:

   1) have a registered encrypted e-signature.

   2) have a computing system able to create e-documents and sign them with an encrypted e-signature as well as accept the required documents in IS LMTPC (all-purpose transfer instrument) including in the course of working in the Personal Account.

3. In order to participate in the Experiment, tobacco retail trade agents shall ensure compliance with the following conditions:

   1) have a registered encrypted e-signature.

   2) have a computing system able to create e-documents and sign them with an encrypted e-signature as well as accept the required documents in IS LMTPC (all-purpose transfer instrument) including in the course of working in the Personal Account.

   3) Have tools for scanning and recognition of identification tools linked to cash register equipment.

   4) Sign an agreement with the fiscal data operator that govern transferring information about tobacco products retirement, which concerns tobacco products marked with identification tools, to IS LMTPC.