

CIABC

MEDIA COVERAGE

REPORT

JULY-2024

By Credible Media Voices Pvt Ltd (Ph. 98102 53698)



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Anant S Iyer appointed as Director General of CIABC

NEW DELHI: The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Friday announced the appointment of Anant S Iyer as its Director General.

Iyer has taken over the affairs of CIABC. He has over 33 years of experience in the alcobev industry, according to a statement from the association representing more than 20 domestic liquor manufacturers.

Before this, Iyer was Chief Operating Officer of Alcobrew Distilleries, maker of Golfer's Shot and White & Blue whiskey.

Sri Lanka's Finance Ministry says it's ready to fund increasing presidential candidates



SEBI says all but one probe against Adani complete, chief Madhabi Buch calls Hindenburg allegations baseless



Allegations against Adani duly investigated; Buch disclosed, recused time-to-time: Sebi



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Business Economy

Posted at: Aug 2 2024 8:48PM

Anant S Iyer takes over as DG of CIABC

New Delhi, Aug 2 (UNI) Mr Anant S Iyer has taken over the new Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC), the apex body of the Indian alcohol beverage companies representing more than 20 major domestic liquor manufacturers. With over 33 years of experience in the alcobev industry, Mr. Iyer has assumed various challenging roles in the liquor industry. He has supervised large teams, by implementing efficient processes, setting performance metrics, and spearheading transformative business initiatives. His vast experience has allowed him to develop an intricate understanding of the industry's workings, relationships, and processes.

Prior to his current role, Mr Iyer was the Chief Operating Officer of Alcobrew, where he was responsible for the company's overall business operations- sales & marketing, collectables, supply chain management and collectables amongst other leading to efficiencies in P&L management while spearheading growth initiatives. Under his leadership, Alcobrew grew and enriched its portfolio of premium offerings.

CIABC is India's first and premier industry association representing the Indian Domestic Spirits and Wine organisations such as ABD Ltd, Radico Khaitan, Inbrew Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, Amrut Distilleries, Alcobrew Distilleries, SNJ Distillers, India Glycols, Sula Vineyards, Devans Modern, Piccadily Agro Industries, Tilaknagar Industries, Kyndal India, etc.

THE TIMES OF INDIA

Anant S Iyer becomes next DG of confederation of Indian alcoholic beverage cos

Pankaj Doval / TNN / Aug 7, 2024, 10:58 IST

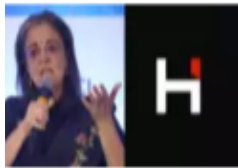
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The Confederation of Indian Alcoholic Beverage Companies appointed Anant S Iyer as its Director General. Iyer, with 33 years of industry experience, previously served as COO of Alcobrew Distilleries and Jagatjit Industries. CIABC represents ov ... [Read More](#)

TOI

NEW DELHI: The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Friday announced the appointment of Anant S Iyer as its Director General.

Iyer comes in with over 33 years of experience in the alcobev industry and will now head the industry association that represents more than 20 domestic liquor manufacturers.

Key spirits and winemakers, including ABD, Radico Khaitan, Inbrev Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, Amrut Distilleries, Alcobrew Distilleries, Sula Vineyards, Piccadily Agro Industries, Tilaknagar Industries are amongst the member of CIABC.

Alcobev body appoints Anant Iyer as director general

ET Bureau • Last Updated: Aug 05, 2024, 08:43:00 PM IST

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Synopsis

The Confederation of Indian Alcoholic Beverage Companies appointed Anant S Iyer as its new director general. Iyer, who formerly served as the chief operating officer at Alcobrew and Jagatjit Industries, takes the helm at a challenging time as the government considers banning surrogate alcohol advertisements, which could affect many alcohol companies operating in India.



Representative Image

Agencies

[Alcoholic beverages industry](#) body Confederation of Indian Alcoholic Beverage Companies ([CIABC](#)) has announced Anant S Iyer as its new [director general](#).

The CIABC represents more than 20 domestic liquor manufacturers, which include [ABD Ltd](#), [Radico Khaitan](#),

[Jagatjit Industries](#), [Mohan Meakin](#), [Khemani Distilleries](#), [Globus Spirits](#) and [Sula Vineyards](#).



Prior to his current role, Iyer was chief operating officer of Alcobrew, where he was responsible for the company's overall business operations which included sales and marketing and supply chain management, among other roles, a statement by the industry body said. He was previously chief operating officer of [Jagatjit Industries](#), and also held leadership roles at United Spirits, the statement added.

The move comes at a time when the government is planning to clamp down on all surrogate advertisements for alcoholic beverages, including event sponsorships, according to a report by Reuters. This sweeping ban, if implemented, will impact all alcohol beverages companies, both domestic and global ones which operate in India through their subsidiaries and make use of surrogate platforms such as water, playing cards, and music fests to advertise their brands.

According to the Reuters report, the consumer affairs ministry may impose fines on businesses as well as ban celebrities who endorse such “deceptive tobacco and alcohol advertisements.” The report added that final rules were expected to be issued within a month.

ANANT S IYER APPOINTED AS DG OF CIABC



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2 FINANCIAL EXPRESS

Economy

SATURDAY, AUGUST 3, 2024

IN THE
NEWS

FOREX RESERVES
OFF RECORD HIGHS,
DROPTO \$667.38 BN

INDIA'S FOREX reserves dropped by \$3.471 billion to \$667.386 billion for the week ended July 26, according to the RBI data released on Friday. In the previous reporting week, the kitty had jumped by \$4.003 billion to an all-time high of \$670.857 billion.

GOVT PROMISES TO
ADDRESS HIGHER
PENSION DEMANDS

THE GOVERNMENT has assured to look into the demands of 78 lakh pensioners seeking a minimum monthly pension of ₹7,500, the EPS-95 National Agitation Committee (NAC) said on Friday. The pensioners' body said that labour minister met with its representatives and assured them that the government would take necessary steps to address their demand.

ANANT S IYER
APPOINTED AS
DG OF CIABC

THE CONFEDERATION of Indian Alcoholic Beverage Companies (CIABC) on Friday announced the appointment of Anant S Iyer as its Director General. Iyer has taken over the affairs of CIABC. He has over 33 years of experience in the alcobev industry, according to a statement from the association representing more than 20 domestic liquor manufacturers.

TOTAL LENGTH OF PROJECTS

Govt clears 8 h corridors wort

To generate 44 million
person days
of employment

FE BUREAU
New Delhi, August 2

THE CABINET ON Friday approved eight National High-Speed Road Corridor Projects of 936 km length at a total cost of ₹50,655 crore.

The projects are expected to improve logistics efficiency, reduce congestion, and enhance connectivity across the country.

Implementing these projects will generate an estimated 44.2 million person days of direct and indirect employment, the government said in a statement.

The corridor approach has led to the identification of a network of 50,000 km of High-Speed Highway Corridors through a scientific transport study based on GSTN and toll data to support India's transformation into a \$30 trillion economy by 2047, it said.

The 88-km six-lane Agra-Gwalior National High-Speed Corridor will be developed on Build-Operate-Transfer (BOT) mode as a fully access-controlled corridor at an estimated cost of ₹4,613 crore. It will reduce the distance between Agra and Gwalior by 7% and the travel time by 50%, thereby bringing in a substantial reduction in logistics cost.



PROJECTS APPROVED

- Six-lane Agra-Gwalior National High-Speed Corridor
- Four-lane Kharagpur-Moregram National High-Speed Corridor
- Six-lane Tharad-Deesa-Mehsana-Ahmedabad National High-Speed Corridor
- Four-lane Ayodhya Ring Road

The four-lane 231 km Kharagpur-Moregram National High-Speed Corridor will be developed in Hybrid Annuity Mode (HAM) at a cost of ₹10,247 crore. The new corridor will provide efficient connectivity for traffic between states such as West Bengal, Odisha, Andhra Pradesh, etc. on one end and northeastern part of the country on the other.

The 214 km six-lane Tharad-Deesa-Mehsana-Ahmedabad National High-Speed Corridor will

Kharif sowing at

SANDIP DAS

PROGRESS OF KHARIF



Anant Iyer takes over as DG of CIABC

With over 33 years of experience in the alcobev industry, Iyer has assumed various challenging roles in the liquor industry.



Ajith Athrady

Last Updated : 07 August 2024, 05:05 IST

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With over 33 years of experience in the alcobev industry, Iyer has assumed various challenging roles in the liquor industry. He has supervised large teams, by implementing efficient processes, setting performance metrics, and spearheading transformative business initiatives. His vast experience has allowed him to develop an intricate understanding of the industry's workings, relationships, and processes, the statement added.

Anant S Iyer new Director General of CIABC



PNS ■ NEW DELHI

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Anant S Iyer takes over as new Director General of CIABC

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MPOST

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BY MPost 2 Aug 2024 11:15 PM

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CIABC के नए महानिदेशक बने हैं अनंत अय्यर

Curated By [शिशिर चौरसिया](#) | नवभारतटाइम्स.कॉम 7 Aug 2024, 4:51 pm

भारत में शराब बनाने वाली प्रमुख कंपनियों का संगठन है कंफेडरेशन ऑफ इंडियन अल्कोहलिक बीवरेज कंपनीज। अनंत एस अय्यर ने इस संगठन में महानिदेशक का पदभार संभाला है। इससे पहले वह अल्कोहलिक पेय बनाने वाली कंपनी अल्कोब्रू (Alcobrew) के सीईओ थे।

- कंफेडरेशन ऑफ इंडियन अल्कोहलिक बीवरेज कंपनीज के नए महानिदेशक ने पदभार संभाल लिया है
- कभी अल्कोब्रू में सीईओ रहे अनंत एस अय्यर इस संगठन के महानिदेशक बनाए गए हैं
- अय्यर को इस इंडस्ट्री में तीन दशक से ज्यादा समय तक काम करने का अनुभव है



नई दिल्ली: लिकर (Liquor) मैन्यूफैक्चरिंग कंपनी Alcobrew के चीफ ऑपरेटिंग ऑफिसर रहे अनंत एस अय्यर कंफेडरेशन ऑफ इंडियन अल्कोहलिक बीवरेज कंपनीज (Confederation of Indian Alcoholic Beverage Companies) के नए महानिदेशक बनाए गए हैं। उन्होंने अपना पदभार संभाल लिया है। यह संगठन देश के 20 से अधिक प्रमुख घरेलू शराब निर्माताओं का प्रतिनिधित्व करता है।

अल्कोहलिक बीवरेज इंडस्ट्री में 33 साल से अधिक का अनुभव

अय्यर का अल्कोहलिक बीवरेज इंडस्ट्री में 33 वर्षों से अधिक का अनुभव है। उन्होंने इस इंडस्ट्री के विभिन्न कंपनियों में चुनौतीपूर्ण भूमिकाएं निभाई हैं। उन्होंने कुशल प्रक्रियाओं को लागू करके, प्रदर्शन मेट्रिक्स स्थापित करके और परिवर्तनकारी व्यावसायिक पहलों का नेतृत्व करके बड़ी टीमों का सुपरविजन किया है। उनके विशाल अनुभव ने उन्हें उद्योग के कामकाज, रिश्तों और प्रक्रियाओं की एक जटिल समझ विकसित करने में सहायता की है।



Anant S Iyer joins CIABC as Director General

Anant S. Iyer, the Chief Operating Officer at Alcobrew Distilleries India Pvt. Ltd., has taken on the role of Director General at the Confederation of Indian Alcoholic Beverage Companies (CIABC).



By Spiritz Desk | 01 Aug 2024 | Updated On 01 Aug 2024 10:55 IST in

STORIES



Anant S. Iyer, the Chief Operating Officer at Alcobrew Distilleries India Pvt. Ltd., has taken on the role of Director General at the Confederation of Indian Alcoholic Beverage Companies (CIABC). He succeeds Vinod Giri, who now leads the newly formed Brewers Association of India (BAI).

With over four decades of diverse experience, Anant has held key positions at Jagatjit Industries and United Spirits Ltd. prior to his tenure at Alcobrew.

CIABC represents leading Indian alcoholic beverage companies, including some of the most prominent names in the industry.

Anant S Iyer takes over as the new Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC)

Anant's vast experience in the alcobev industry has allowed him to develop an intricate understanding of the industry's workings, relationships, and processes



Anant S Iyer is the new Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC), the apex body of the Indian alcohol beverage companies, representing more than 20 major domestic liquor manufacturers.

With over 33 years of experience in the alcobev industry, Iyer has assumed various challenging roles in the liquor industry. He has supervised large teams by implementing efficient processes, setting performance metrics, and spearheading transformative

business initiatives. His vast experience has allowed him to develop an intricate understanding of the industry's workings, relationships, and processes.

Prior to his current role, Iyer was the Chief Operating Officer of Alcobrew, where he was responsible for the company's overall business operations—sales & marketing, collectables, and supply chain management, amongst others—leading to efficiencies in P&L management while spearheading growth initiatives. Under his leadership, Alcobrew grew and enriched its portfolio of premium offerings.

Iyer has also served as the Chief Operating Officer of Jagatjit Industries Ltd from May 2016 to December 2019. During his tenure as the Chief Operating Officer of RPC-East & Nepal at United Spirits Limited for around four years. Iyer has also held the position of Senior Vice President & Business Head of luxury brands at United Spirits Limited, where he not only oversaw luxury brands such as Black Dog and Whyte & Mackay's portfolio but also set up trade marketing and key accounts. Under his leadership, the business experienced remarkable growth, with increased sales value and market share. Iyer has also held various other senior executive roles at United Spirits Limited. Prior to USL, Iyer was with the TTK Group for 8 years.

CIABC is India's first and premier industry association, representing Indian domestic spirits and wine organisations such as ABD Ltd, Radico Khaitan, Inbrew Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, [Amrut Distilleries](#), Alcobrew Distilleries, SNJ Distillers, India Glycols, Sula Vineyards, Devans Modern, Piccadily Agro Industries, Tilaknagar Industries, Kyndal India, etc.



Anant S. Iyer Appointed Director General of CIABC

Anant S. Iyer has been appointed as the **Director General** of the **Confederation of Indian Alcoholic Beverage Companies (CIABC)**, the leading industry body representing major domestic liquor manufacturers in **India**. With over 33 years in the alcoholic beverage industry, Iyer brings extensive experience and a deep understanding of the sector to his new role.

His past roles include Chief Operating Officer at **Alcobrew**, where he enhanced the company's **business operations**, including **sales**, **marketing**, supply chain **management**, and P&L efficiency. Under his **leadership**, **Alcobrew** successfully expanded and refined its portfolio of premium offerings.

Before joining **Alcobrew**, Iyer served as Chief Operating Officer at Jagatjit Industries Ltd and RPC-East & Nepal at United Spirits Limited. His tenure at United Spirits also saw him excel as **Senior Vice President & Business Head** of **Luxury** Brands, where he managed high-end brands such as Black Dog and Whyte & Mackay, and developed trade **marketing strategies** that led to significant **growth** in **sales** and **market** share. His earlier experience includes a notable eight-year stint with the TTK Group.

In his new role as **Director General** of **CIABC**, Iyer will lead the apex body representing the Indian domestic spirits and wine industry, which includes prominent organizations like ABD Ltd, Radico Khaitan, Inbrev Beverages, and many **others**.

Popular



Shashikanth Jayaraman
Appointed as CHRO & Chief of Staff at MulticoreWare Inc.



Easebuzz Elevates Nishant Gupta to Senior Vice President in Recognition of Strategic Leadership



Jindal Power Limited Welcomes Ashish Kumar as New VP & CHRO to Lead Strategic HR Initiatives



Ashish Nasa Appointed as MD & CEO of Universal Trustees Private Limited



Debashish Vanikar Appointed as CEO of Adhara & Co.

Advertising Reporter

Gateway To The Media Industry Insights

MEDIA

Anant S. Iyer has been appointed as the Director General of CIABC.



By Advertising Reporter Staff

AUG 3, 2024 #Advertising Reporter, #Anant S. Iyer, #CIABC, #Media Industry, #Media Industry News



Anant S. Iyer has been appointed as the new Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC), the leading organization representing over 20 major Indian liquor manufacturers.

With a career spanning more than 33 years in the alcoholic beverage industry, Iyer brings a wealth of experience to his new role. His extensive background includes overseeing large teams, optimizing processes, establishing performance metrics, and leading transformative business initiatives. This experience has equipped him with a deep understanding of industry dynamics, relationships, and operational processes.

Before joining CIABC, Iyer served as the Chief Operating Officer of Alcobrew, where he managed the company's comprehensive business operations, including sales and marketing, supply chain management, and financial performance. His leadership at Alcobrew was marked by significant growth and the enhancement of its premium product portfolio.

Iyer's prior roles include serving as Chief Operating Officer of Jagatjit Industries Ltd from May 2016 to December 2019, and as Chief Operating Officer of RPC-East & Nepal at United Spirits Limited for approximately four years. At United Spirits, he was also the Senior Vice President and Business Head for Luxury Brands, where he managed high-end brands such as Black Dog and Whyte & Mackay, and established key trade marketing and account strategies. His leadership contributed to notable growth in sales and market share. Additionally, Iyer held various senior executive roles at United Spirits and spent eight years with the TTK Group prior to joining United Spirits.

CIABC is India's foremost industry association, representing leading domestic spirits and wine companies including ABD Ltd, Radico Khaitan, Inbrew Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, Amrut Distilleries, Alcobrew Distilleries, SNJ Distillers, India Glycols, Sula Vineyards, Devans Modern, Piccadily Agro Industries, Tilaknagar Industries, and Kyndal India, among others.



Anant S. Iyer appointed Director General of CIABC



Anant S Iyer has taken over the new Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC), the apex body of the Indian alcohol beverage companies representing more than 20 major domestic liquor manufacturers.

With over 33 years of experience in the alcobev industry, Iyer has assumed various challenging roles in the liquor industry. He has supervised large teams, by implementing efficient processes, setting performance metrics, and spearheading transformative business initiatives. His vast experience has allowed him to develop an intricate understanding of the industry's workings, relationships, and processes.

Prior to his current role, Iyer was the Chief Operating Officer of Alcobrew, where he was responsible for the company's overall business operations- sales & marketing, collectables, supply chain management and collectables amongst other leading to efficiencies in P&L management while spearheading growth initiatives. Under his leadership, Alcobrew grew and enriched its portfolio of premium offerings.

Iyer has also served as the Chief Operating Officer of Jagatjit Industries Ltd from May 2016 to December 2019. Earlier to the same, during his tenure as the Chief Operating Officer of RPC-East & Nepal at United Spirits Limited for around four years. Iyer has also held the position of Senior Vice President & Business Head, Luxury Brands at United Spirits Limited, where he not only oversaw luxury brands such as Black Dog / Whyte & Mackay Portfolio but also set up Trade Marketing & Key Accounts. Under his leadership, the business experienced remarkable growth, with increased sales value and market share. Mr. Iyer has also essayed various other senior executive roles in United Spirits Limited. Prior to USL, Iyer was for 8 years with the TTK Group.

CIABC is India's first and premier industry association representing the Indian Domestic Spirits and Wine organisations such as ABD Ltd, Radico Khaitan, Inbrew Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, Amrut Distilleries, Alcobrew Distilleries, SNJ Distillers, India Glycols, Sula Vineyards, Devans Modern, Piccadily Agro Industries, Tilaknagar Industries, Kyndal India, etc.



Anant S Iyer Appointed as Director General of CIABC

The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Friday announced the appointment of Anant S Iyer as its Director General.

[Agency News PTI](#) | Aug 02, 2024 08:10 PM IST

New Delhi, Aug 2 (PTI) The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Friday announced the appointment of Anant S Iyer as its Director General.

Iyer has taken over the affairs of CIABC. He has over 33 years of experience in the alcobev industry, according to a statement from the association representing more than 20 domestic liquor manufacturers.

Before this, Iyer was Chief Operating Officer of Alcobrew Distilleries, maker of Golfer's Shot and White & Blue whiskey.

He has also served as Chief Operating Officer of Jagatjit Industries Ltd and RPC-East & Nepal at United Spirits Ltd (USL) for around four years.

Iyer has also held the position of Senior Vice President & Business Head of luxury Brands at USL, where he not only oversaw luxury brands such as Black Dog / Whyte & Mackay Portfolio but also set up Trade Marketing & Key Accounts.

CIABC's previous DG Vinod Giri has moved to Brewers' Association of India (BAI), formed by leading beer manufacturers United Breweries, AB-InBev, and Carlsberg.

Leading spirits and winemakers, including ABD, Radico Khaitan, Inbrew Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, Amrut Distilleries, Alcobrew Distilleries, Sula Vineyards, Piccadily Agro Industries, Tilaknagar Industries etc are CIABC members.



Anant S Iyer Appointed as Director General of CIABC

The Confederation of Indian Alcoholic Beverage Companies (CIABC) has announced the appointment of Anant S Iyer as its new Director General. Iyer, with over 33 years in the alcoholic beverage industry, has previously served in significant roles at Alcobrew Distilleries and United Spirits Ltd. He succeeds Vinod Giri.

[Devdiscourse News Desk](#) | New Delhi | Updated: 02-08-2024 20:08 IST | Created: 02-08-2024 20:08 IST

The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Friday announced the appointment of Anant S Iyer as its Director General.

Iyer has assumed control of CIABC's operations, bringing with him over 33 years of experience in the alcobev industry. The association, which represents more than 20 domestic liquor manufacturers, highlighted his extensive background through an official statement.

Previously, Iyer was the Chief Operating Officer at Alcobrew Distilleries, known for brands like Golfer's Shot and White & Blue whiskey. He also served as Chief Operating Officer at Jagatjit Industries Ltd and RPC-East & Nepal at United Spirits Ltd (USL) for approximately four years.

Iyer's career also includes his role as Senior Vice President & Business Head of Luxury Brands at USL, overseeing high-end names such as Black Dog and Whyte & Mackay Portfolio and establishing Trade Marketing & Key Accounts. His appointment follows the departure of Vinod Giri, who has moved to the Brewers' Association of India (BAI).

CIABC's members comprise leading spirits and winemakers, including ABD, Radico Khaitan, Inbrew Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, and more.

(With inputs from agencies.)

Anant S Iyer Appointed as CIABC Director General

By Rediff Money Desk, New Delhi Aug 02, 2024 20:07

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Iyer has also held the position of Senior Vice President & Business Head of luxury Brands at USL, where he not only oversaw luxury brands such as Black Dog / Whyte & Mackay Portfolio but also set up Trade Marketing & Key Accounts.

CIABC's previous DG Vinod Giri has moved to Brewers' Association of India (BAI), formed by leading beer manufacturers United Breweries, AB-InBev, and Carlsberg.

Leading spirits and winemakers, including ABD, Radico Khaitan, Inbrev Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, Amrut Distilleries, Alcobrew Distilleries, Sula Vineyards, Piccadily Agro Industries, Tilaknagar Industries etc are CIABC members.

Source: PTI

India's CIABC appoints Anant S Iyer as Director General

Aug 6, 2024



INDIA – The Confederation of Indian Alcoholic Beverage Companies (CIABC) has appointed Anant S Iyer as its new Director General.

Iyer, who brings over 33 years of experience in the alcoholic beverages industry, previously served as Chief Operating Officer at Alcobrew Distilleries, makers of Golfer's Shot and White & Blue whiskey.

In his role at Alcobrew, he was responsible for the company's overall business operations, including sales, marketing, and supply chain management.

The CIABC represents more than 20 domestic liquor manufacturers, including prominent companies like ABD Ltd, Radico Khaitan, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Globus Spirits, and Sula Vineyards.

Iyer's appointment comes at a critical time for the Indian alcoholic beverage industry when the government prepares to implement a ban on alcohol companies sponsoring events and using "surrogate" advertisements, which potentially circumvent government regulations.

These "surrogate ads" refer to promotional materials that use other products to raise brand awareness of restricted items.

Nidhi Khare, a secretary at India's Department of Consumer Affairs, has indicated that the final rules regarding this law are expected to be published within a month.

The proposed penalties for violating the draft consumer law include endorsement bans of up to three years and fines up to Rs 5 million (US\$60,000).

If the ban comes into effect, it could significantly impact advertising strategies for major brands like Diageo's Black & White ginger ale, which features symbols associated with the Scotch brand, and Carlsberg's Tuborg drinking water, which shares similarities with its beer advertising.



Anant S Iyer appointed as Director General of CIABC

New Delhi, Aug 2 (PTI) The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Friday announced the appointment of Anant S Iyer as its Director General.

Iyer has taken over the affairs of CIABC. He has over 33 years of experience in the alcobev industry, according to a statement from the association representing more than 20 domestic liquor manufacturers.

Before this, Iyer was Chief Operating Officer of Alcobrew Distilleries, maker of Golfer's Shot and White & Blue whiskey.

He has also served as Chief Operating Officer of Jagatjit Industries Ltd and RPC-East & Nepal at United Spirits Ltd (USL) for around four years.

Iyer has also held the position of Senior Vice President & Business Head of luxury Brands at USL, where he not only oversaw luxury brands such as Black Dog / Whyte & Mackay Portfolio but also set up Trade Marketing & Key Accounts.

CIABC's previous DG Vinod Giri has moved to Brewers' Association of India (BAI), formed by leading beer manufacturers United Breweries, AB-InBev, and Carlsberg.

Leading spirits and winemakers, including ABD, Radico Khaitan, Inbrew Beverages, Jagatjit Industries, Mohan Meakin, Khemani Distilleries, Modi Illva, Globus Spirits, Amrut Distilleries, Alcobrew Distilleries, Sula Vineyards, Piccadily Agro Industries, Tilaknagar Industries etc are CIABC members. PTI KRH KRH ANU ANU