

CIABC

MEDIA COVERAGE

REPORT

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

Liquor industry hopes for a festive high

Varuni Khosla
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NEW DELHI

India's liquor sector hopes that cooling inflation and a normal monsoon will boost consumer spending in the festival period, helping the mainstay low-cost alcohol market overcome high input costs and stagnant margins, according to the head of an industry lobby.

"While the first quarter of the fiscal year was depressed to an extent on account of the long and drawn-out election process and excessive summer heat, the second quarter has seen companies doing better," said Anant S. Iyer, director general of Delhi-based spirits advocacy Confederation of Indian Alcoholic Beverage Companies (CIABC). "The upcoming quarters—three and four—will look positive," he told *Mint*, suggesting several categories could see better sales.

CIABC represents large distillers, including Radico Khaitan, Allied Blenders & Distillers Ltd, Tilaknagar Industries and 20 others.

India's \$32-billion liquor



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industry, according to London-based drinks consultancy IWSR, is estimated to grow by an incremental \$7 billion by 2028. Makers of whiskies to beer are ramping up volumes, betting on a young population—460 million or 33% of Indians are in the legal drinking age, according to the Economic Survey.

The industry sold 385 million cases of 9 litres each in FY23, growing 14% above FY22 and 12% over pre-covid levels of FY20, as per CIABC data. Profitability, however, has been

under pressure.

Over the past five years, while everyday products like face and body washes have seen prices rise 10-12% annually, the alcoholic beverage or alcobev sector has been unable to secure hikes due to state governments' reluctance, Iyer said. In India, alcohol is outside the purview of the goods and services tax, prices are regulated, and levies on liquor are one of the biggest sources of revenue for states.

Prices of ethanol, an essential raw material that accounts

for about 40% of the total production cost, have seen a steady increase for over a year due to the rising prices of barley, maize, and sugarcane, said Manoranjan Sharma, chief economist of Infomercial Ratings.

Higher grain and packaging material prices could lead to reduced operating margins for the industry in FY25, Sharma said. "Additionally, the shift of grains towards ethanol production, spurred by government blending mandates, has intensified supply and pricing challenges for the alcobev sector."

Companies' commentary underscores concerns. In its April-June earnings call, Radico Khaitan, the maker of Magic Moments vodka, said its gross margin in the quarter was 2 percentage points lower at 41.5% from a year earlier "due to a significant food grain inflation".

Tilaknagar Industries said it had to negotiate better margins with vendors because of volatile and inflationary prices of extra-neutral alcohol.

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Centre, state support to help achieve USD 1 bn exports of alcoholic beverages: CIABC

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PIONEER, NEW DELHI 19 SEPTEMBER 2024

CIABC calls for Government aid to boost alcohol exports

PTI ■ NEW DELHI

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state," Iyer said. He said the \$1 billion target is "ambitious, but possible". In 2023-24, the exports stood at \$389 million.

He added that the industry should give a try for this target as it needs about 14-15 per cent year-on-year growth. Iyer suggested formulation of specific policies by states for exports; flexibility in packing sizes; minimal labour registration charges; incentives to organise and participate in exhibitions and fairs; and reimbursement of levies imposed on inputs. For branding, he said Indian Mission abroad, Indian airline operators, and duty-free shops at airports in the country can significantly help promote domestic brands.



<https://www.livemint.com/industry/alcohol-sales-whiskey-vodka-gin-beer-liquor-ethanol-raw-material-cost-premium-spirits-11725961801125.html>

Liquor industry bets on festive binging to break free of 5-year margin squeeze

5 min read 12 Sep 2024, 04:01 PM IST

[Varuni Khosla](#)

- *The alcobev sector has been unable to secure hikes due to state governments' reluctance even as input costs rose, says head of industry lobby CIABC.*



Anant S. Iyer was recently appointed head of the spirits body, CIABC

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Companies' commentary underscores concerns. In its April-June earnings call, Radico Khaitan, the maker of Magic Moments vodka, said its gross margin in the quarter was 2 percentage points lower at 41.5% from a year earlier "due to a significant food grain inflation".

Tilaknagar Industries said it had to negotiate better margins with vendors because of volatile and inflationary prices of extra-neutral alcohol. The maker of Mansion House brandy said its Ebitda margin of 14.5%, up 89 basis points on year, in Q1 has been driven by cost cuts and the rising share of premium products in the portfolio.

Allied Blenders and Distillers, too, flagged an unfavourable macroeconomic environment and persistent food inflation. The company, said managing director Alok Gupta in the company's Q1 earnings call, has focused on improving profitability by supplying brands based on regional consumption patterns and other cost-saving initiatives.

More dry days enforced before elections also affected business this year, according to Iyer. And the excise departments are reluctant to approve price increases, he said.

"Policymakers are of the view that this industry is making a lot of money. This is not the case," CIABC's Iyer said. "Over the last few years, input costs have gone up and across the economy, inflationary cost increases have affected all sectors and goods, but prices have not moved up for us as an industry."

The total revenue earned from the alcobev industry is upwards of ₹3 lakh crore for FY24, with Uttar Pradesh, Tamil Nadu, Karnataka, and Maharashtra generating the most, said Iyer. Price increases will help sustain the industry as it is among the top three contributors to state revenues, he said.

According to him, excise policies haven't changed, barring minor adjustments, across states this year. Karnataka made changes to the excise levy slabs and Andhra Pradesh has yet to announce its policy altogether, he said.

States should not pass on various cesses and fees to companies but to consumers directly, he said. These further erode the already stressed product margins, he said.

Several northern states, including Uttar Pradesh, have introduced new bottling and franchise fees, impacting smaller manufacturers. These states have also imposed additional levies, like cow cess, further increasing costs.

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A premium toast

Even as the industry faces a profitability challenge, growing demand for premium alcohol is providing some relief to most manufacturers. More consumers are choosing higher-quality alcohol even as the overall market slows. This shift is driven by younger consumers entering the legal drinking age.

"There is a big boom—post-pandemic—in premium spirits, while the 'regular' or entry-level segment has been relatively stagnant in several markets," Iyer said. In states where the end-consumer prices are reasonable because of "progressive" taxation (such as Haryana, Karnataka and Goa), Iyer said the consumption of premium spirits has been driven by consumers trading up if the price differences are marginal or affordable.

<https://economictimes.indiatimes.com/industry/cons-products/liquor/centre-state-support-to-help-achieve-1-billion-exports-of-alcoholic-beverages-ciabc/articleshow/113447896.cms?from=mdr>

Centre, state support to help achieve \$1 billion exports of alcoholic beverages: CIABC

PTI • Last Updated: Sep 18, 2024, 03:52:00 PM IST

Synopsis

The Confederation of Indian Alcoholic Beverage Companies (CIABC) aims to achieve USD 1 billion in alcoholic beverage exports with support from the Centre and state governments. Key areas for growth include ease of doing business, tax structures, and market-determined prices. In 2023-24, exports stood at USD 389 million.



Representational.

Support from the Centre and state governments will help the country to achieve USD 1 billion worth of [alcoholic beverages exports](#) in the coming years, the Confederation of Indian Alcoholic Beverage Companies ([CIABC](#)) said on Wednesday.

CIABC Director General Anant S Iyer also said that promoting [ease of doing business](#) for the sector is key at both the Central and state government levels.

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"These measures would help us in taking the exports to USD 1 billion," he added.

The commerce ministry's arm APEDA (Agricultural & Processed Food Products Export Development Authority) has earlier said that India currently ranks 40th in the world for alcoholic beverage exports.

<https://retail.economictimes.indiatimes.com/news/food-entertainment/grocery/centre-state-support-to-help-achieve-1-billion-exports-of-alcoholic-beverages-ciabc/113450010>

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PTI

Published On Sep 18, 2024 at 01:30 PM IST



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<https://www.millenniumpost.in/business/centre-state-support-to-help-achieve-usd-1-bn-exports-of-alcoholic-beverages-ciabc-580076>

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Story by editor@republicworld.com (Press Trust Of India)

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<https://newsbulletin.news/centre-state-support-to-help-achieve-usd-1-bn-exports-of-alcoholic-beverages-ciabc/>

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CIABC says India aims for 1 billion USD in alcobev exports

India is aiming to achieve 1 billion USD in alcoholic beverage exports with support from both central and state governments, according to Anant S. Iyer, Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC)

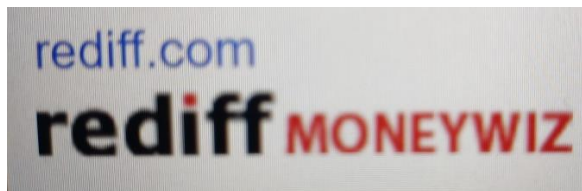
By [Spiritiz Desk](#) 18 Sep 2024 in [ALERT](#)

India is aiming to achieve 1 billion USD in alcoholic beverage exports with support from both central and state governments, according to Anant S. Iyer, Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC).

He emphasised the need for streamlining bottling, branding permissions, transport permits, and simplifying tax structures to improve ease of business. Anant also highlighted the importance of online operations to drive growth of India's alco-beverages industry and called for specific state policies and incentives.

He also urged leveraging Indian missions abroad to promote exports of alco-beverages. Currently, India ranks 40th globally in alcoholic beverage exports, with major markets include the UAE, Singapore, and the Netherlands.

The Agricultural and Processed Food Products Export Development Authority (APEDA) noted that with these measures, the sector could achieve a year-on-year growth rate of 14-15 percent.



<https://money.rediff.com/news/market/india-aims-for-1-billion-alcoholic-beverage-exports/15881020240918>

India Aims for \$1 Billion Alcoholic Beverage Exports

By [Rediff Money Desk](#), [New Delhi](#) Sep 18, 2024 11:50

CIABC seeks government support to achieve \$1 billion in alcoholic beverage exports, highlighting the need for ease of doing business, specific policies, and branding initiatives.

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<https://www.thehindubusinessline.com/economy/karnatakas-proposed-excise-duty-hike-may-impact-beer-demand-industry-experts-warn/article68618405.ece>

Karnataka's proposed excise duty hike may impact beer demand, industry experts warn

Updated - September 10, 2024 at 11:50 AM. | Bengaluru

'State consumes around 3.8 million hectolitres of beer annually, roughly 12 per cent of the overall Indian beer volume'

BY SANJANA B

Following the [Karnataka](#) excise department's recent proposal to increase the excise duty on beer, industry players anticipate a significant decline in beer demand in Karnataka, which is one of the largest liquor-consuming States.

According to the latest industry estimates, the State consumes around 3.8 million hectolitres (MHL) of beer annually, roughly 12 per cent of the overall Indian beer volume. Estimates also indicate that over the past two years, beer sales in Karnataka have more than doubled, driven by post-Covid-19 consumer trends.

The Karnataka government has implemented several changes in the additional excise duty (AED) and excise duty (ED) since last year, with the first in July 2023. It proposed a 10 per cent increase in AED from 175 per cent to 185 per cent, with a ₹10-15 rise per 650 ml bottle. In February 2024, this was further increased from 185 per cent to 195 per cent at a ₹15 increase per bottle.

The third proposed change would be in the ED per bulk litre (BL). What previously was simply ₹10 per BL will now be classified into three categories based on alcohol strength: ₹10 per BL for beers with an alcohol by volume (ABV) of below 5 per cent, ₹16 per BL for 5 per cent-6.5 per cent ABV and ₹20 per BL for an ABV of 6.5 per cent-8 per cent.

MRP hikes

"The beer category in Karnataka has already witnessed two significant [tax increases](#) over the past 12 months, resulting in MRP hikes. If the proposed draft notification is implemented, it would mark the third major increase. Moreover, the magnitude of the proposed hike is substantial and could see a shift or change in consumer behavior," said Vinod Giri, Director General of the Brewers Association of India (BAI), an industry body established in partnership with the World Brewing Alliance (WBA). It represents

companies like AB-InBev, Carlsberg, and United Breweries, accounting for around 85 per cent of the beer sales in the country.

He stated, “Such frequent rise in MRPs can diminish the market’s attractiveness of Beer to consumers, adversely affecting the beer category’s growth potential. If the effect on volumes is substantial, this could consequently impact, both current and future investments in the State.”

According to a 2024 Infomerics Ratings report, Karnataka, at 83 per cent, charges the highest tax on alcohol in India. In the fiscal year 2023-24, the State excise department collected nearly ₹5,703 crore from beer, an increase from ₹2,757 crore in 2021-22.

“Unlike many other States, Karnataka’s progressive policies have created a level playing field for beer, a beverage category widely regarded as one of moderation, allowing it to compete fairly with IML segments. The State’s significance is highlighted by the substantial investments every major beer company has made, each with manufacturing units and a diverse product portfolio in the State,” Giri said, adding Karnataka ranks as the third-largest beer market in the country, trailing behind [Telangana](#) and [Uttar Pradesh](#).

Decline in demand

He explained that however, MRPs going up across various segments could lead to a significant decline in beer demand. The growth seen in the beer category over the past few years could also stagnate, impacting the State’s revenue generation from this segment. “There would also be a significant impact on the trade and hospitality sector. We believe beer consumers may shift towards hard liquor because of the MRP gap, challenging the objective of moderation and responsible drinking.”

Anant Iyer, Director General, Confederation of Indian Alcoholic Beverage Companies (CIABC), said, “Karnataka has attracted huge investments across the alcobev sector — upstream and downstream — as it was a free pricing market with a healthy and robust distribution (RTM) structure. Unfortunately, the new rules in the current excise policy have some changes that make for an unfavorable environment for fresh investments and adversely impact the industry in terms of the bottom line,” adding that despite the increasing cost push, manufacturers have not received any price increase for years together, unaddressed this year also.

Iyer noted that due to the drop in AED in the higher slabs, the end consumer prices of premium and above brands will drop. The deluxe/semi-premium and above categories, comprising around 13 per cent of the Karnataka spirits industry, may expand as consumers upgrade.

“Incidentally, in most States, the ratio of prestige and above segments is around 50 per cent to 60 per cent compared to the lower segments. The brands operating in the lower slabs of 1 to 5 will continue to sustain their market share.”

<https://www.devdiscourse.com/article/business/3090323-india-aims-to-boost-alcoholic-beverage-exports-with-government-support>

India Aims to Boost Alcoholic Beverage Exports with Government Support

[Devdiscourse News Desk](#) | New Delhi | Updated: 18-09-2024 15:54 IST | Created: 18-09-2024 15:54 IST

The Confederation of Indian Alcoholic Beverage Companies (CIABC) is optimistic about achieving \$1 billion in alcoholic beverage exports, emphasizing the need for improved business conditions and supportive government policies. CIABC Director General Anant S Iyer highlights the necessity of streamlining processes and fostering a conducive environment at both the Central and state levels.

India could achieve \$1 billion in alcoholic beverage exports with adequate support from the Centre and state governments, according to the Confederation of Indian Alcoholic Beverage Companies (CIABC) on Wednesday.

CIABC Director General Anant S Iyer stressed that enhancing ease of doing business for the sector is crucial at both government levels. He cited areas such as bottling, branding, transport permits, and online paperwork as needing focused attention.

With existing exports at \$389 million for 2023-24, Iyer described the \$1 billion target as 'ambitious, but possible,' and suggested state-specific export policies, flexible packing sizes, minimal label registration fees, and incentives for exhibitions as essential steps. Collaboration with Indian Missions abroad, airline operators, and duty-free shops could also bolster domestic brand promotion.

(With inputs from agencies.)



<https://www.newsdrum.in/business/centre-state-support-to-help-achieve-usd-1-bn-exports-of-alcoholic-beverages-ciabc-7075685>

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[NewsDrum Desk](#)

18 Sep 2024 11:50 IST

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मादक पेय पदार्थों का निर्यात 1 अरब डॉलर तक पहुंचाने का लक्ष्य, जानिए क्या है CIABC का प्लान

कृषि एवं प्रसंस्कृत खाद्य उत्पाद निर्यात विकास प्राधिकरण (एपीडा) ने पहले कहा था कि भारत वर्तमान में मादक पेय पदार्थों के निर्यात के मामले में दुनिया में 40वें स्थान पर है। प्रमुख निर्यात गंतव्यों में संयुक्त अरब अमीरात, सिंगापुर, नीदरलैंड, तंजानिया, अंगोला, केन्या और रवांडा शामिल हैं।

Edited By: [Pawan Jayaswal](#) ; Published on: September 18, 2024 14:16 IST

भारतीय मादक पेय कंपनियों के संगठन इंडियन अल्कोहलिक बेवरेज कंपनीज (सीआईएबीसी) ने बुधवार को कहा कि केंद्र और राज्य सरकारों के समर्थन से देश को आने वाले वर्षों में मादक पेय पदार्थों का निर्यात एक अरब अमेरिकी डॉलर तक पहुंचाने का लक्ष्य हासिल करने में मदद मिलेगी। सीआईएबीसी के महानिदेशक अनंत एस. अय्यर ने कहा कि इस क्षेत्र में कारोबार को आसान बनाना केन्द्र और राज्य सरकार दोनों स्तर पर आवश्यक है। बोतल बंद करने की प्रक्रिया (बोटिलिंग) और ब्रांडिंग के लिए आसान व समय पर अनुमति, परिवहन मंजूरी और ऑनलाइन कागजी कार्रवाई को बढ़ावा देना कुछ ऐसे मुद्दे हैं, जिन पर इस क्षेत्र के विकास के लिए विशेष ध्यान देने की जरूरत है।

एक अरब डॉलर का लक्ष्य महत्वाकांक्षी, लेकिन संभव

अय्यर ने कहा, “ हमें निर्यात को बढ़ावा देने के लिए आसान कर ढांचे और बाजार-निर्धारित कीमतों के अलावा व्यापार करने में सुगमता लाने की आवश्यकता है। वर्तमान में इस क्षेत्र के लिए नियम हर राज्य में अलग-अलग हैं।” उन्होंने कहा कि एक अरब डॉलर का लक्ष्य “महत्वाकांक्षी है, लेकिन यह संभव है।” अय्यर ने कहा कि 2023-24 में निर्यात 38.9 डॉलर रहा था। उन्होंने कहा कि उद्योग जगत को इस लक्ष्य को हासिल करने की कोशिश करनी चाहिए क्योंकि इसके लिए सालाना आधार पर 14-15 प्रतिशत की वृद्धि की जरूरत है।

40वें स्थान पर है भारत

अय्यर ने निर्यात के लिए राज्यों द्वारा विशिष्ट नीतियां बनाने, पैकिंग के आकार में लचीलापन लाने, न्यूनतम श्रम पंजीकरण शुल्क, प्रदर्शनियों व मेलों में हिस्सा लेने तथा आयोजन के लिए प्रोत्साहन और कच्चे माल पर लगाए गए शुल्क की प्रतिपूर्ति का सुझाव दिया। उन्होंने कहा कि ब्रांडिंग के लिए विदेश स्थित भारतीय मिशन, भारतीय विमानन संचालकों और देश के हवाई अड्डों पर शुल्क मुक्त दुकानें घरेलू ब्रांड को बढ़ावा देने में महत्वपूर्ण साबित हो सकती हैं। उन्होंने कहा, “ इन उपायों से हमें निर्यात को एक अरब अमेरिकी डॉलर तक ले जाने में मदद मिलेगी। ” वाणिज्य मंत्रालय की शाखा कृषि एवं प्रसंस्कृत खाद्य उत्पाद निर्यात विकास प्राधिकरण (एपीडा) ने पहले कहा था कि भारत वर्तमान में मादक पेय पदार्थों के निर्यात के मामले में दुनिया में 40वें स्थान पर है। प्रमुख निर्यात गंतव्यों में संयुक्त अरब अमीरात, सिंगापुर, नीदरलैंड, तंजानिया, अंगोला, केन्या और रवांडा शामिल हैं।

मादक पेय पदार्थों का निर्यात 1 अरब डॉलर तक पहुंचाने का लक्ष्य, जानिए क्या है CIABC का प्लान

September 18, 2024

भारतीय नशीला पेय कंपनियों के संगठन भारतीय अल्कोहलिक बेवरेज कंपनीज (सीआईएबीसी) ने बुधवार को बोला कि केंद्र और राज्य सरकारों के समर्थन से राष्ट्र को आने वाले सालों में नशीला पेय पदार्थों का निर्यात एक अरब अमेरिकी \$ तक पहुंचाने का लक्ष्य हासिल करने में सहायता मिलेगी. सीआईएबीसी के महानिदेशक अनंत एस। अय्यर ने बोला कि इस क्षेत्र में कारोबार को आसान बनाना केन्द्र और राज्य गवर्नमेंट दोनों स्तर पर जरूरी है. बोटल बंद करने की प्रक्रिया (बोटिलिंग) और ब्रांडिंग के लिए आसान और समय पर अनुमति, परिवहन स्वीकृति और ऑनलाइन कागजी कार्रवाई को बढ़ावा देना कुछ ऐसे मामले हैं, जिन पर इस क्षेत्र के विकास के लिए विशेष ध्यान देने की आवश्यकता है.

एक अरब \$ का लक्ष्य महत्वाकांक्षी, लेकिन संभव

अय्यर ने कहा, “ हमें निर्यात को बढ़ावा देने के लिए आसान कर ढांचे और बाजार-निर्धारित कीमतों के अतिरिक्त व्यापार करने में सुगमता लाने की जरूरत है. वर्तमान में इस क्षेत्र के लिए नियम हर राज्य में भिन्न-भिन्न हैं.” उन्होंने बोला कि एक अरब \$ का लक्ष्य “महत्वाकांक्षी है, लेकिन यह संभव है.” अय्यर ने बोला कि 2023-24 में निर्यात 38.9 \$ रहा था. उन्होंने बोला कि उद्योग जगत को इस लक्ष्य को हासिल करने की प्रयास करनी चाहिए क्योंकि इसके लिए सालाना आधार पर 14-15 फीसदी की वृद्धि की आवश्यकता है.

40वें जगह पर है भारत

अय्यर ने निर्यात के लिए राज्यों द्वारा विशिष्ट नीतियां बनाने, पैकिंग के आकार में लचीलापन लाने, न्यूनतम श्रम पंजीकरण शुल्क, प्रदर्शनियों और मेलों में हिस्सा लेने तथा आयोजन के लिए प्रोत्साहन और कच्चे माल पर लगाए गए शुल्क की प्रतिपूर्ति का सुझाव दिया. उन्होंने बोला कि ब्रांडिंग के लिए विदेश स्थित भारतीय मिशन, भारतीय विमानन संचालकों और राष्ट्र के हवाई अड्डों पर शुल्क मुक्त दुकानें घरेलू ब्रांड को बढ़ावा देने में जरूरी साबित हो सकती हैं. उन्होंने कहा, “ इन तरीकों से हमें निर्यात को एक अरब अमेरिकी \$ तक ले जाने में सहायता मिलेगी. ” वाणिज्य मंत्रालय की शाखा कृषि एवं प्रसंस्कृत खाद्य उत्पाद निर्यात विकास प्राधिकरण (एपीडा) ने पहले बोला था कि हिंदुस्तान वर्तमान में नशीला पेय पदार्थों के निर्यात के मुद्दे में दुनिया में 40वें जगह पर है. प्रमुख निर्यात गंतव्यों में संयुक्त अरब अमीरात, सिंगापुर, नीदरलैंड, तंजानिया, अंगोला, केन्या और रवांडा शामिल हैं.

<https://www.outlookbusiness.com/economy-and-policy/centre-state-support-to-help-achieve-usd-1-billion-exports-of-alcoholic-beverages-ciabc>

Centre, State Support To Help Achieve USD \$ 1 Billion Exports of Alcoholic Beverages: CIABC

CIABC Director General Anant S Iyer also said that promoting ease of doing business for the sector is key at both the Central and state government levels.

[Updated on: 18 September 2024 12:26 pm](#)

Support from the Centre and state governments will help the country to achieve USD 1 billion worth of alcoholic beverages exports in the coming years, the Confederation of Indian Alcoholic Beverage Companies (CIABC) said on Wednesday.

CIABC Director General Anant S Iyer also said that promoting ease of doing business for the sector is key at both the Central and state government levels.

Easy and timely permissions for bottling and branding; transport permits; and promoting online paperwork are some of the areas which need special attention for the growth of the sector.

"We need ease of doing business across the operations, besides easy tax structures and market-determined prices to boost the exports. At present, rules for the sector differ from state to state," Iyer said.

He said the USD 1 billion target is "ambitious, but possible". In 2023-24, the exports stood at USD 389 million. He added that the industry should give a try for this target as it needs about 14-15 per cent year-on-year growth.

Iyer suggested formulation of specific policies by states for exports; flexibility in packing sizes; minimal labour registration charges; incentives to organise and participate in exhibitions and fairs; and reimbursement of levies imposed on inputs.

For branding, he said Indian Mission abroad, Indian airline operators, and duty-free shops at airports in the country can significantly help promote domestic brands. "These measures would help us in taking the exports to USD 1 billion," he added.

The commerce ministry's arm APEDA (Agricultural & Processed Food Products Export Development Authority) has earlier said that India currently ranks 40th in the world for alcoholic beverage exports.

The major export destinations include UAE, Singapore, Netherlands, Tanzania, Angola, Kenya and Rwanda.



<https://zeenews.india.com/hindi/business/indian-liquor-export-soon-reached-rs-1-billion-dollar-soon-ciabc-report/2435944>

विदेशियों पर चढ़ने लगा 'देसी शराब' का नशा, जल्द 1 अरब डॉलर के पार होगा निर्यात, कंपनियों ने बनाया बड़ा प्लान

भारत के अल्कोहल बेवरेज एक्सपोर्ट में तेजी से बढ़ रहा है. भारत से अल्कोहल बेवरेज का निर्यात बढ़ा है. भारत में तैयार होने वाली देशी शराब का विदेशों में मांग बढ़ रहा है.

Edited By: [Bavita Jha](#) | Last Updated: Sep 18, 2024, 04:15 PM IST

Indian Liquor Export: भारत के अल्कोहल बेवरेज एक्सपोर्ट में तेजी से बढ़ रहा है. भारत से अल्कोहल बेवरेज का निर्यात बढ़ा है. भारत में तैयार होने वाली देशी शराब का विदेशों में मांग बढ़ रहा है. सरकारी आंकड़ों के मुताबिक भारत से शराब का निर्यात बढ़ा है और आने वाले दिनों में भारतीय शराबों का एक्सपोर्ट 1 अरब डॉलर के पार पहुंच सकता है. इसे लेकर कंपनियों ने प्लान तैयार कर लिया है. उम्मीद की जा रही है कि आने वाले कुछ सालों में ये एक्सपोर्ट 1 अरब डॉलर को पार कर जाएगा.

भारतीय शराब कंपनियों का बढ़ रहा निर्यात

शराब कंपनियों के संगठन 'इंडियन अल्कोहलिक बेवरेज कंपनीज' के मुताबिक आने वाले कुछ सालों में भारतीय शराब निर्यात एक अरब डॉलर के पार पहुंच सकता है. इंडियन अल्कोहलिक बेवरेज कंपनीज (सीआईएबीसी) ने बुधवार को कहा कि केंद्र और राज्य सरकारों के समर्थन से देश को आने वाले वर्षों में मादक पेय पदार्थों का निर्यात एक अरब अमेरिकी डॉलर तक पहुंचाने का लक्ष्य हासिल करने में मदद मिलेगी. सीआईएबीसी के महानिदेशक अनंत एस. अय्यर ने कहा कि इस क्षेत्र में कारोबार को आसान बनाना केन्द्र और राज्य सरकार दोनों स्तर पर आवश्यक है.

बोतल बंद करने की प्रक्रिया (बोटिलिंग) और ब्रांडिंग के लिए आसान व समय पर अनुमति, परिवहन मंजूरी और ऑनलाइन कागजी कार्रवाई को बढ़ावा देना कुछ ऐसे मुद्दे हैं जिन पर इस क्षेत्र के विकास के लिए विशेष ध्यान देने की जरूरत है. अय्यर ने कहा, कि हमें निर्यात को बढ़ावा देने के लिए आसान कर ढांचे और बाजार-निर्धारित कीमतों के अलावा व्यापार करने में सुगमता लाने की आवश्यकता है.

वर्तमान में इस क्षेत्र के लिए नियम हर राज्य में अलग-अलग हैं. उन्होंने कहा कि एक अरब डॉलर का लक्ष्य महत्वाकांक्षी है, लेकिन यह संभव है. अय्यर ने कहा कि 2023-24 में निर्यात 38.9 डॉलर रहा था. उन्होंने कहा कि उद्योग जगत को इस लक्ष्य को हासिल करने की कोशिश करनी चाहिए क्योंकि इसके लिए सालाना आधार पर 14-15 प्रतिशत की वृद्धि की जरूरत है.

अय्यर ने निर्यात के लिए राज्यों द्वारा विशिष्ट नीतियां बनाने, पैकिंग के आकार में लचीलापन लाने, न्यूनतम श्रम पंजीकरण शुल्क, प्रदर्शनियों व मेलों में हिस्सा लेने तथा आयोजन के लिए प्रोत्साहन और कच्चे माल पर लगाए गए शुल्क की प्रतिपूर्ति का सुझाव दिया. उन्होंने कहा कि ब्रांडिंग के लिए विदेश स्थित भारतीय मिशन, भारतीय विमानन संचालकों और देश के हवाई अड्डों पर शुल्क मुक्त दुकानें घरेलू ब्रांड को बढ़ावा देने में महत्वपूर्ण साबित हो सकती हैं.