



# CIABC CHARTER

*CIABC charter is a pledge that all its members, present or future, commit themselves to. This is articulation of values and beliefs that underpin the reason for being for CIABC.*

## **1. We are association of *Indian* Alcoholic Beverage Companies**

We stand for companies that invest in India, source most of raw / packaging material in India, use Indian manufacturing facilities, and have inalienable stakes in future of entire supply chain in India. We support regulations that ease up exports out of India and help Indian products to acquire global stature. We do not support a large reduction in duty on imported liquor which may put domestic industry at risk, or any other policy that gives preferential treatment to imported liquor at the expense of Indian made products.

## **2. We are committed to growth of IMFL industry**

While we support growth of all alcoholic beverages, we shall not engage in and, if required, oppose any measure that is in conflict with or works to the detriment of the IMFL industry.

## **3. We believe in market forces**

We stand for operational freedom to companies. We believe that the Government should be a regulator and not part of trade. We want Government to frame constructive and equitable laws and allow companies to operate as they wish therein. We support free pricing, easy licensing, and unhindered movement of goods like any other consumer product.

## **4. We promote greater public good and good corporate practices**

We endeavour to earn greater trust of Government, trade, consumers, and society as a whole. We do not act against law, and encourage behaviour and actions that create positive perceptions about alcoholic beverage industry, giving it its due place in the social, economic and political landscape of the country.

## **5. We agree to disagree**

We appreciate that in an association like ours, all members may not hold same views on all matters, and if so, we agree to let greater view prevail as per due process while retaining our option to pursue the matter independently on our own.

