

Lockdowns hit liquor sales: CIABC

► **NEW DELHI, DHNS:** Lockdowns to curb Covid-19 pandemic impacted sales of IMFL (Indian Made Foreign Liquor) products across India in 2020-21 with overall sales dropping by 12%.

Though sales picked up in the second half of 2020-21 in most parts, states which imposed high Corona cess and other taxes after the first wave of Covid-19 showed poor recovery. The total sales of IMFL products in 2020-21 was 305 million cases (9 litres each) which is nearly 12% below the previous year, says the Confederation of Indian Alcoholic Beverage Companies (CIABC).

After an extremely poor first quarter (April-June 2020) due to Covid lockdowns, sales showed positive trend on an all India basis, improving through each quarter.