

# CIABC urges Govt to set up export promotion council for alcoholic beverages

**New Delhi:** Liquor industry body CIABC has requested the government to set up an export promotion council for alcoholic beverages under the aegis of the commerce ministry to promote the outbound shipments of the sector.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) has sent a communication to the government in this regard.

CIABC Director-General Vinod Giri said the sector needs support for improving the exports, especially in the context of free trade agreements, where alcoholic beverages are part of the wish lists of several countries like the UK

and the European Union.

Currently, India exports around 7 million cases only and bringing the sector under these agreements will open up opportunities for India also.

“A concerted effort and mechanism are required to promote exports of alcohol from India. Therefore, I think it is time for the government to consider setting up a body like the Alcoholic Beverages Export Promotion Council,” Giri said.

As per estimates, the global alcoholic beverage trade stood at over USD 200 billion and India's share is less than half a per cent. The major global players in the sector include France, the UK, US and Mexico. **PTI**