

Terai Gin, Globus brands go missing this festive season

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In a letter to the Delhi Tourism and Transport Development Corporation, the Confederation of Indian Alcoholic Beverage Companies (CIABC), an apex body of Indian alcoholic beverage industry alleged the stopping of supply for many liquor brands in the Capital, demanding the orders should be placed on basis of demand and "not a pre-determined discriminatory list".

CIABC said only a select few brands have been categorised as "popular" and orders for supply are being given for



only these brands. The letter comes as the sales of alcohol will go up during the ongoing festive season.

Sources in the liquor industry said brands like Terai Gin from Globus are not available at liquor stores. Interestingly, Sula has 24 brands registered; only four are being ordered. ABD has five brands registered, only Officers Choice Blue is being ordered, brands like Sterling Reserve and even Officers Choice,

India's largest selling whisky is not.

"We have been informed that since early December, orders for supply of many brands of our member companies have been stopped," said the December 22 letter addressed to Niharika Rai, Managing Director and CEO of Delhi Tourism and Transport Development Corporation. The Corporation has 145 shops. They account for 35 percent of Delhi sales.

The CIABC noted that the current excise policy commenced in September and it is "unfair" to stop orders without

any intimation or notice to supplier companies. "We have been informed that since early December, orders for supply for many brands of our member companies have been stopped. Only a few brands have been categorized as 'Popular' and orders for supply are being given for only these brands. It shall be pertinent to note that the current Excise Policy commenced on 01 September 2022 and it is unfair to categorize only a select few brands, within a very short period of time, as 'Popular' and then STOP orders without any intimation or notice to supplier companies.