

Liquor body seeks easier norms on Indian products

New Delhi: The Confederation of Indian Alcoholic Beverage Companies (CIABC) has written to the Delhi government, seeking removal of rules that “discriminate against India-made products” and promote imports.

Suggesting measures for incorporation in the forthcoming excise policy for the next financial year, the representative body of the Indian alcoholic beverage manufacturers, in its submission to the Delhi government, urged improvement in ease of doing business rules, rationalisation of wholesale operations, simplification of new product launch process and digitisation of all operational processes.

CIABC stated, “These are regulatory anomalies from the past when India was per-

ceived to be a low-quality producer. For example, the license fee for an imported whisky is Rs 50,000 per year, but if the same product is made in India, it will become minimum Rs 25 lakh.”

It added: “The new excise policy that came into being in November 2021 had addressed these issues, but with its withdrawal, the matter is back on table. We hope the government offers at least parity, if not a preferential treatment, for India-made products.”

Vinod Giri, director general, CIABC said, “Every year, we approach state governments with suggestions that would make the alcohol regulation work for the benefit of all stakeholders — the government, the industry, trade and the consumers.” TNN