

Alcohol industry seeks uniform taxation for sector



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Alcoholic beverage maker's body CIABC on Wednesday urged the government to introduce uniform taxation for the sector and allow promotion of heritage spirits like 'Mahua' and 'Feni' globally, saying such reforms are vital to boost exports and help Indian brands compete internationally.

Deepak Roy, Chairman at Confederation of Indian Alcoholic Beverage Industry (CIABC), also said that the government should allow the industry to communicate freely with its consumers.

With the government's help, Indian heritage spirits can be promoted in international markets, as they have great potential in India and globally, he said.

Roy was speaking at the Alcobev India 2025, the industry conclave organised by CIABC here.

"One segment that can really make it happen is the Indian heritage spirits. When 'Tequila' can be synonymous with Mexico, 'Sake' with Japan and 'Soju' with Korea, the same we can achieve internationally with 'Feni' or 'Mahua', which have a rich cultural legacy. We need to get out of the old mindset and promote Indian heritage spirits," he said.

He added that different taxation levels in states are a big challenge for the industry.

"There is no cohesive strategy for the Indian alcoholic beverage industry. The industry needs a uniform taxation mechanism which will propel the growth," he added.