

Alcohol industry seeks uniform taxation for sector

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New Delhi, April 24 -- 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.

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