

CIABC

MEDIA COVERAGE

REPORT

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By Credible Media Voices Pvt Ltd (Ph. 98102 53698)

THE TIMES OF INDIA



Liquor cos may ask FSSAI for standard for desi single malt

New Delhi: Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI for a separate standard for the Indian single malt whisky that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards. This will help maintain the reputation of Indian single malt whisky – now exported to 60 countries – and Indian producers are discussing the move, according to Confederation of Indian Alcoholic Beverage Companies. AGENCIES

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Business

Indian Liquor Cos May Seek Separate FSSAI Standard for Single Malt Whisky

PTI

New Delhi: Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI for a separate standard for the Indian single malt whisky, that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards.

This move is aimed at maintaining the sanctity and reputation of Indian single malt whisky—now exported to 60 countries—and Indian producers are discussing the move, according to the Confederation of Indian Alcoholic Beverage Companies (CIABC), the industry body of domestic AlcoBev manufacturers.



Distillers are also working to secure a geographical indication tag to boost brand credibility

The Indian distillers are also taking steps to get a geographical indication tag for their single malt whisky, which would enhance the brand's credibility and standards.

While the sale of Indian single malt whisky rising in high double digits in the country—the world's largest whisky market—the industry is also facing a challenge to keep a check on the emergence of smaller single malt whisky brands.

According to CIABC Director General Anant S Iyer, the definition of FSSAI is that it should be malt-based, but it does not define single malt. Single malt whisky means that it should come from single distillery and not multiple ones. Those not following proper standards should be restrained from claiming themselves as Indian single malt whisky, Iyer said.

“We believe that FSSAI should amend its regulations to include a separate standard applicable to Indian single malt whisky, which will also help maintain its sanctity and reputation,” Iyer added.

Business Standard

to top company circles.

Liquor firms seek separate standard for Indian single malt



HOMEGROWN INDIAN LIQUOR MAKERS are mulling approaching FSSAI for a separate standard for the Indian single malt whisky that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards.



THE NEW
**INDIAN
EXPRESS**

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Country's liquor cos may approach FSSAI for separate standard for Indian single malt whisky

PTI ■ NEW DELHI

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In recent years, Indian single malt brands, including Amrut, Paul John, Radico Khaitan's Rampur, Indri from Picadilly Industries, Gianchand from Dewansons, Crazy Cock from South Seas Distilleries, and Doaab (Globus), have broke into the segment which was shadowed by the imported Scotch whisky.

In 2023, Indian single malts accounted for nearly 53 per cent of total sales, scoring over

the global brands such as Glenlivet, Macallan, Lagavulin, Glenfiddich, and Talisker in the 'desi' market, where the ASP (average selling price) is going up.

CIABC has expressed concerns over misrepresentation of the Indian single malt category by some manufacturers, calling their produce as "single malt" despite it being sourced from different distilleries.

CIABC says it undermines efforts of Indian producers who have worked hard over the years in creating a niche for Indian single malt whiskies globally.

"Now a host of other Indian domestic players are setting up and maturing Indian malt spirit, using malted Indian Barley in Oak Barrels, which are mainly imported. They are in the process of launching their own Indian single malt whisky brands in the immediate to near future," said Iyer.

Indian whiskies are finding their play in the huge whisky category worldwide dominated by scotch, American, Irish, Japanese, and Canadian whiskies, he added.

Earlier this year, the Food Safety and Standards Authority of India (FSSAI) issued its definition of single-malt and single-grain whisky, which came into effect on March 1.

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The Telegraph

Liquor firms mull approaching food regulator for separate standards for single malt whiskey

Press Trust of India

New Delhi

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SINGLE DISTILLERY

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MAGA Talks Fail to Dash Indians' US Study Dreams
Volatile Times: Track Co Margins, Not Just Profits
India's Valuations Still More Expensive than EM Peers

BRANDS & COMPANIES PAGE 4 MARKET: BEATING VOLATILITY PAGE 11 MARKET: BEATING VOLATILITY PAGE 11

PURE POLITICS

After 2023 Parliament Breach, Fewer Vital Installations Now

The number of vital installations in the country stands at 768 against 784 last year, the home ministry has said in its annual report. The MoHA, in 2024, must secure audit after the 2023 Parliament breach, officials said. It included 72 sensitive buildings including north Block, South Block, Shaan-i-Baahar, among others. **Rahul Tripathi reports** PAGE 3

DefMin Readies Plan for Procurement, Ties up 2
ED Zeros in on Chokis's 5 Foreign Properties

Curfew in Jaigaon after Clashes over Accident with Minister's Vehicle

An argument over the collision of two vehicles, one of which belonged to Shiv Sena Minister Gundera Phadnis, led to clashes in Jaigaon's Phadnis village on December 31, with them and vehicles being vandalised. Curfew has been imposed in the Maharashtra village. The minister was not in the vehicle, but his family, including wife, were inside. **3**

Lenders' Earnings Face Rising Compliance Costs in New Year

Indian banks will have to deal with rising compliance costs, competition in margins and intense competition for the business in the year 2023, which could impact their earnings, banking analysts said. In addition, overall operating costs may not fall despite advances in technology, an expected outlier, while income from guarantees and commissions may stay stagnant. **12**

B2B Infr, Credit, AI and DPI Buzzwords for Fintech This Year

In 2023, fintech founders will focus on business to business (B2B) infrastructure solutions, secured credit products, second order services, on digital public infrastructure and deployment of artificial intelligence in areas of compliance and fraud detection. This is important for fintech startups as areas where competition is becoming a major cost item for them. **18**

THE MORNING BRIEF PODCAST

India Plans China-style Dorms for its Workers

Host Disha Rajhota speaks with Shivu Shekhar, stop policy expert, about how dorm-style housing projects like Foxconn's and Tata's are set to reshape India's workforce and manufacturing growth. **These are its FTPLays.com, Available on EconomicTimes.com/podcast, Amazon Prime Music, Apple Podcasts, JioSaavn and Spotify.**

SUITS & SAVINGS

Revolving & Closed Doors
 The switch to local work culture is proving an uphill task. In Millennium City, Andhra, a big draw. **Turn to PAGE 4**

EXPERTS SEE PICKUP IN MARCH QUARTER

GST Collection Growth Slows in December Show

Big Bag Full
 Monthwise Gross GST Collections (in ₹ Cr)

Month	FY24	FY25	% Growth (vs)
April	1,87,025	2,10,267	12.4
May	1,57,290	1,79,484	13.6
June	1,61,497	1,73,813	7.6
July	1,65,955	1,82,075	10.3
Aug.	1,59,968	1,74,982	9.5
Sept.	1,62,713	1,73,240	8.3
Oct.	1,72,803	1,82,346	5.5
Nov.	1,67,929	1,82,269	8.5
Dec.	1,64,882	1,78,857	7.3

Net collections: 1,54,366 (FY24) vs 1,32,589 (FY25)
 Import mop-up: 44,268 (FY24) vs 49,867 (FY25)
 Net GST (incl. import mop-up): 22,490 (FY24) vs 18,333 (FY25)
 Net GST (excl. import mop-up): 14,443 (FY24) vs 11,443 (FY25)

Mop-up rises 7.3% vs 8.5% YoY increase in Nov; slowdown due to sharp jump in refunds, consumption slump

"The 7.3% growth in GST collections in line with a bit of a slowdown in GDP (gross domestic product) growth," said Abhishek Jain, India's tax lead and partner at PwC. "We expected that GDP growth will be robust in this quarter; the GST collections should mirror the same." The Indian economy had slowed to 5.4% in the September quarter, the lowest in seven quarters. But the latest data shows growth in eight infra-intensive sectors, which accounts for a 63.7% weight in the index of Industrial Production (IP), picked up the pace last month. It rose 4.2% in November, as per official data. Gross domestic value added rose 6.8% to ₹5.30 lakh crore, while net collections slipped marginally to ₹1,64,882 crore. After refunds, net GST collections stood at ₹1.32 lakh crore, up 5.5%.

UPI Payments Up 8% On-Mth in Dec

The transactions processed through Unified Payments Interface (UPI) stood at ₹6.73 billion in December, an 8% increase from ₹5.48 billion in November. The growth was 39% from a year earlier. **18**

PV Sales on Road to New Record

Car sales rose for the third straight month, in healthy double digits this December, after six months of slump, amid better domestic demand, pushing annual volumes to a record 4.3 million units in 2022. **4**

TELCO LIKELY TO PRICE ENTRY PACKS LOWER THAN RIVALS

Voda Idea Likely to Sound War Bogle with 5G March

Plans to initially start service in 75 cities across 17 key circles, target industrial hubs

Kalyan Parbat
 Reliance Jio (VI) is expected to launch 5G mobile broadband service in March with aggressively priced plans, aiming to win back customers from Reliance Jio and Bharti Airtel, which already have nationwide 5G networks. VI is likely to initially launch 5G in India's top 17-odd cities across its 17 primary circles and eventually get India's full-scale 5G launch in data-generating areas, multiple people close to the operator said. Plans may be up to 50% cheaper at entry levels, at a sharp discount to current offerings by Jio and Airtel — and a new trigger

Tariff Hikes, Data Play Lift Telcos' AGR
 The telecom industry saw 5.7% sequential growth in AGR at ₹75,380 crore in the Sept quarter as tariff hikes and data play captured significant potential for each operator. Also, making a presence felt in niche beverages. "The acceptance for Indian single malt whisky is growing in the US, UK and the West," said Anant Jha, former director general, Confederation of Indian Alcoholic Beverage

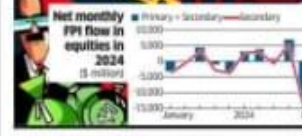
Small Wonders
 Product: Banana
 Price: ₹100
 Share of banana in global exports: 1.2% in 2021 vs 0.2% in 2013
 Govt keen to raise share of farm exports: 10-20% from 2.5% now

Product	Share of Exports
Banana	127.1
Apple	62.7
Pineapple	718.6
Rice	131.3
Wheat	55.8
Other	674.8
Total	3,062

RECORD PRIMARY MKT INVESTMENTS IN '24

FPIs Bow to IPO Allure, But Walk Out of Secondary Mkts

\$14.5b foreign inflows into primary mkt last yr outstrip secondary exits; trend to continue



CATCHING UP ON URBAN ROUTE

Small Town Sales Join the Big League

Contribution of Tier II-IV markets in consumption of discretionary products rising sharply



invested in IPOs and qualified institutional placements (QIPs), according to NSE's data. This also shows their exit from the secondary market to the tune of ₹1.31 lakh crore (₹4.21 billion), resulting in a net inflow of ₹28.3 crore (₹24 million) for the calendar year. This compares with the net inflow of ₹1.3 lakh crore (₹4.21 billion) for FPIs in the previous year, the highest annual investment in domestic equities in 10 years. FPIs provide an efficient route for investment in new busi-

nesses as they are often launched at attractive valuations compared with listed peers. In addition, a bulk investment in IPOs does not have any price cap, unlike a purchase in the secondary market. The domestic primary market reported a strong flow of new offerings in 2022. A record 90 companies raised over ₹1.0 lakh crore through the IPO route during the year. That broke the earlier record of 60 companies raising nearly ₹1.2 lakh crore in 2021.

Writankar Mukherjee & Sharmista Mukherjee
 Kolkata: New Delhi: The rest of India is rapidly bridging the inequality gap with the country's large cities in discretionary product consumption, fuelled by a steadily rising share in the sales of smartphones, washing machines and televisions in the past five years, according to the latest data from outages and market researcher NielsenIQ.

Mass Appeal
 Entry, main segment goods have a higher share of sales in smaller towns than metros

Smartphone entry segment contributes around 45% of total unit sales in Tier 1 cities while it's between 30% and 60% in Tier 2 and below cities.

Swish raising funds: former Dunzo execs have qcomm plans, including enabler 'kuik'

Display Mishra
 Bengaluru: Specialised quick commerce models are emerging as new hotspots, with at least half a dozen ventures poised to raise capital. Startups including quick commerce delivery enabler Qcomm, pebble in the line said.

FAST DELIVERY GOES NICHE

Quick & Special: Investors Queue Up for More of Q

Qcomm ends 2022 under \$7b in size

Qcomm by 2030

Metric	BEAR	BASE	BULL
Market size (\$B)	25	42	55
Market size (transacting users bn)	33	38	43
MU Order frequency (x)	6.5	5.5	5.0
Number of Orders to	1.4	4.2	5.4
Average Order Value (₹/order)	830	820	860

US-BASED GROWTH FUND AT \$1.35 BILLION
Accel Closes \$650m India Fund
 Accel has closed its expansion into focused fund, raising \$650 million in a investor commitment. It's first round. Accel's new fund closure in its December 21 edition. **18**

India Puts Many Surprise Eggs in Exports Basket

Shipments of banana, ghee, furniture, office stationery and solar photovoltaic modules growing rapidly in new markets

Kirtika Senija
 New Delhi: The basket of exports in the country is diversifying. Office stationery and solar photovoltaic (PV) modules are picking up in India exports basket as, despite a small base, their shipments are growing fast. While engineering goods, pharmaceuticals, gems and jewellery and electronics are the key drivers of goods exports, there are new areas giving the country's exporters a boost. "Banana is among the 20 agri products we have identified whose exports we need to boost in the present. India's value is low in their global exports," said an official.

Banana, Ghee, Furniture, Rice
 127.1 62.7 718.6 131.3
 127.4 55.8 674.8 3,062

Significant potential for each exports. Also, making a presence felt in niche beverages. "The acceptance for Indian single malt whisky is growing in the US, UK and the West," said Anant Jha, former director general, Confederation of Indian Alcoholic Beverage

Companies (CIAB). "The volume is still below the growth. Exports of alcoholic beverages rose 6% in year in the April-October period, of which only bottled shipments of whisky rose 8%." "A growth in exports is also seen in certain segments such as 'black' pigments," said the official.

Office stationery items such as registers and diaries are finding favour in Nicaragua, El Salvador and Cyprus. Besides, India is now the third largest exporter of solar PV modules with the country's share in global exports of the product has hit 10% in 2022 from 6.4% in 2021.

New Products on the List PAGE 12

Country's liquor companies may approach FSSAI for separate standard for Indian single malt whisky

Indian liquor makers are seeking a separate standard for Indian single malt whisky from the FSSAI. This will help maintain its reputation as these whiskies gain international recognition. The industry is also applying for a geographical indication tag, enhancing credibility. The segment is experiencing about 30 percent growth, driven by premiumisation trends.

Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI for a separate standard for the Indian single malt whisky that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards. This will help maintain the sanctity and reputation of Indian single malt whisky -- now exported to 60 countries -- and Indian producers are discussing the move, according to Confederation of Indian Alcoholic Beverage Companies (CIABC), the industry body of domestic AlcoBev manufacturers.

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Indian whiskies are finding their play in the huge whisky category worldwide dominated by scotch, Irish, Japanese, and Canadian whiskies, he added.

The segment is witnessing around 30 per cent volume growth, though the base is small at 1.5 lakh cases. It is expected to grow further as Indians gravitate towards higher-end spirits, especially single malts.

Moreover, the growth of single malt whisky is also supported by the Indian tropical weather with hot summers and monsoons, along with mild to cold winters.

"A 3-year-old Indian single malt whisky would be close to in terms of profile to a 10-year-old scotch single malt, given the maturation of malt spirits in our tropical weather with hot summers/monsoons and mild to cold winters. Likewise, a one-year-plus Indian malt spirit is akin to a 3-year old scotch malt spirit," he said.

The story of Indian single malt whisky started in 2003 with Amrut and after the pandemic, several companies joined it, when the global supply chain was disrupted, affecting scotch whisky shipments. Indian whisky brands have since grabbed the opportunity and made strong inroads into the market.

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Ensuring registration of Indian single malt whisky as a geographical indication product 'will go a long way in enhancing the credibility and ensuring the following of the minimum standards required to produce Indian single malt whisky', he added.

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Business Standard

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Ensuring registration of Indian single malt whisky as a geographical indication product "will go a long way in enhancing the credibility and ensuring the following of the minimum standards required to produce Indian single malt whisky", he added.

The segment is witnessing around 30 per cent volume growth, though the base is small at 1.5 lakh cases. It is expected to grow further as Indians gravitate towards higher-end spirits, especially single malts.

Moreover, the growth of single malt whisky is also supported by the Indian tropical weather with hot summers and monsoons, along with mild to cold winters.

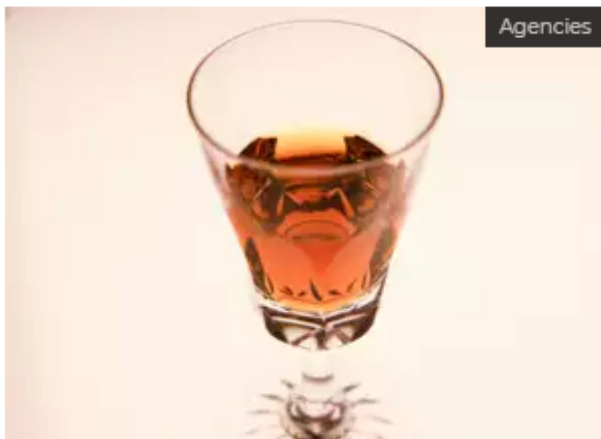
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Country's liquor companies may approach FSSAI for separate standard for Indian single malt whisky

Synopsis

Indian liquor makers are seeking a separate standard for Indian single malt whisky from the FSSAI. This will help maintain its reputation as these whiskies gain international recognition. The industry is also applying for a geographical indication tag, enhancing credibility. The segment is experiencing about 30 percent growth, driven by premiumisation trends.



Indian single malt whiskey

Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI for a separate standard for the [Indian single malt whisky](#) that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards. This will help maintain the sanctity and reputation of Indian

single malt whisky -- now exported to 60 countries -- and Indian producers are discussing the move, according to Confederation of Indian Alcoholic Beverage Companies (CIABC), the industry body of domestic AlcoBev manufacturers.

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PTI; DECEMBER 29, 2024 / 17:05 IST



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The story of Indian single malt whisky started in 2003 with Amrut and after the pandemic, several companies joined it, when the global supply chain was disrupted, affecting scotch whisky shipments. Indian whisky brands have since grabbed the opportunity and made strong inroads into the market.

Indian Single Malt Whisky: Industry Seeks Separate FSSAI Standard

By [Rediff Money Desk](#), [New Delhi](#) Dec 29, 2024 15:19

Indian liquor makers are pushing for a separate FSSAI standard for Indian single malt whisky to ensure quality and protect its growing international reputation.



Photograph: Kind courtesy Ira Lee Nesbitt/Pixabay

New Delhi, Dec 29 (PTI) Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI for a separate standard for the Indian single malt whisky that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards.

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The Telegraph *online*

Indian single malt whisky demands its own rulebook as global fame soars

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PTI Published 29.12.24, 04:06 PM



Representational ImageFile photo

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Country's liquor cos may approach FSSAI for separate standard for Indian single malt whisky

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PTI, DEC 29, 2024, 3:56 PM IST



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Indian liquor makers push for separate standards for single malt whisky

Indian liquor makers are planning to approach the Food Safety and Standards Authority of India (FSSAI) to introduce distinct standards for Indian single malt whisky.

By [SpiritZ Desk](#) | 30 Dec 2024 | Updated On 30 Dec 2024 14:22 IST In [STORES](#) [🔖](#)



Indian liquor makers are planning to approach the Food Safety and Standards Authority of India (FSSAI) to introduce distinct standards for Indian single malt whisky. This move aims to protect the category's reputation as it gains global recognition, exporting to several countries and winning prestigious international awards.

The Confederation of Indian Alcoholic Beverage Companies (CIABC), representing domestic alcohol manufacturers, is leading discussions on the initiative, according to media reports.

CIABC Director General Anant S. Iyer emphasised the need for FSSAI to amend its regulations to define Indian single malt whisky. Expressing concerns about misrepresentation, Anant clarified, "Single malt whisky should originate from a single distillery, unlike some products misleadingly labeled as such." The proposed standards would ensure producers adhering to proper methods are distinguished from those who do not, safeguarding the integrity of the category.

In addition, Indian distillers are pursuing a geographical indication (GI) tag for Indian single malt whisky. A GI tag would enhance brand credibility and set minimum production standards.

Liquor companies' initiative to approach FSSAI for dedicated standards for Indian single malt aligns with the country's food regulator's implementation of single malt and single grain whisky definitions dated March 1, 2024. This initiative underscores Indian whiskies' growing prominence in the global market, competing with Scotch, American, and Japanese counterparts.



Liquor cos to approach FSSAI for separate standard for Indian single malt whisky

Indian liquor makers are seeking a separate standard for Indian single malt whisky from the FSSAI as these whiskies gain international recognition, according to a media report.

Homegrown Indian liquor makers are reportedly planning of approaching the Food Safety and Standards Authority of India (FSSAI) for a separate standard for the Indian single malt whisky as they gain international recognition.

According to a *PTI* report, the industry is also planning to apply for a geographical indication tag to enhance its credibility.

Amidst the growing trend of premiumisation, the segment is witnessing more than 30% of growth and is rapidly scaling, while winning international accolades.

A different standard, according to the Confederation of Indian Alcoholic Beverage Companies (CIABC), will help maintain the sanctity and reputation of Indian single malt whisky, which is now exported to 60 countries.

According to CIABC Director General Anant S Iyer, the definition of FSSAI is that it should be malt-based, but it does not define single malt.

Single malt whisky means that it should come from single distillery and not multiple ones. He added that those not following proper standards should be restrained from claiming themselves as Indian single malt whisky, the report added.

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सिंगल माल्ट व्हिस्की की 60 देशों में बंपर डिमांड, अब सेपरेट स्टैंडर्ड सेट करने की तैयारी में कंपनी, क्या होगा असर?

Single Malt Whisky: सिंगल माल्ट व्हिस्की को अब 60 देशों में निर्यात किया जाता है. भारतीय डिस्टिलर अपनी सिंगल माल्ट व्हिस्की के लिए GI टैग का दर्जा पाने के लिए भी कदम उठा रहे हैं



नियमों में संशोधन की मांग

FSSAI: देश में शराब बनाने वाली कंपनियां भारत में बनी सिंगल माल्ट व्हिस्की के अलग मानक के लिए भारतीय खाद्य सुरक्षा और मानक प्राधिकरण (एफएसएसएआई) से संपर्क करने पर विचार कर रही हैं. गौरतलब है कि भारत में बनी सिंगल माल्ट व्हिस्की की मांग तेजी से बढ़ रही है और इसे कई प्रतिष्ठित इंटरनेशनल अवार्ड मिल चुके हैं.

घरेलू शराब निर्माताओं के निकाय भारतीय अल्कोहलिक पेय कंपनियों के परिसंघ (सीआईएबीसी) ने कहा कि भारतीय उत्पादक इस कदम पर चर्चा कर रहे हैं. इससे भारतीय सिंगल माल्ट व्हिस्की की शुद्धता और साख को बनाए रखने में मदद मिलेगी.

60 देशों में किया जा रहा निर्यात

इसे अब 60 देशों में निर्यात किया जाता है. भारतीय डिस्टिलर अपनी सिंगल माल्ट व्हिस्की के लिए भौगोलिक संकेतक का दर्जा पाने के लिए भी कदम उठा रहे हैं, जिससे ब्रांड की विश्वसनीयता और मानक बढ़ेंगे.

भारत में बनी सिंगल माल्ट व्हिस्की की बिक्री घरेलू बाजार में दो अंक में बढ़ रही है. हालांकि, उद्योग को छोटे सिंगल माल्ट व्हिस्की ब्रांड के उभरने के चलते चुनौतियों का भी सामना करना पड़ रहा है. सीआईएबीसी के महानिदेशक अनंत एस अय्यर ने कहा कि एफएसएसएआई की परिभाषा यह है कि यह माल्ट आधारित होना चाहिए, लेकिन यह सिंगल माल्ट को परिभाषित नहीं करता है.

CIABC ने की ये मांग

अनंत एस अय्यर ने पीटीआई-भाषा को बताया कि सिंगल माल्ट व्हिस्की का मतलब है कि यह एक ही डिस्टिलरी से आनी चाहिए, न कि कई डिस्टिलरी से. अय्यर ने कहा कि जो उचित मानकों का पालन नहीं कर रहे हैं, उन्हें खुद को भारतीय सिंगल माल्ट व्हिस्की होने का दावा करने से रोका जाना चाहिए. उन्होंने कहा कि एफएसएसएआई को भारतीय सिंगल माल्ट व्हिस्की पर एक अलग मानक शामिल करने के लिए अपने नियमों में संशोधन करना चाहिए.

NBT नवभारत टाइम्स

Hindi News / Business / Business News / Liquor Companies May Ask Fssai For Standard For Desi Single Malt

दुनिया को लगा भारतीय व्हिस्की का चस्का, 60 देशों को हो रही एक्सपोर्ट, अब अलग स्टैंडर्ड बनाने की मांग

Edited By दिल प्रकाश | भाषा • 30 Dec 2024, 12:17 pm



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Single Malt Whisky: भारतीय व्हिस्की की डिमांड दुनिया में तेजी से बढ़ रही है। आज दुनिया के 60 देशों को भारतीय कंपनियों की व्हिस्की का एक्सपोर्ट किया जा रहा है। घरेलू शराब निर्माता कंपनियों ने...

हाइलाइट्स

- दुनियाभर में बढ़ रही भारतीय व्हिस्की की डिमांड
- 60 देशों को एक्सपोर्ट हो रही है भारतीय व्हिस्की
- देसी सिंगल माल्ट व्हिस्की के अलग स्टैंडर्ड की मांग

नई दिल्ली: भारतीय व्हिस्की (Indian Whisky) की डिमांड दुनिया में तेजी से बढ़ रही है। आज दुनिया के 60 देशों को भारतीय कंपनियों की व्हिस्की का एक्सपोर्ट किया जा रहा है। अब घरेलू शराब निर्माता भारत में बनी सिंगल माल्ट व्हिस्की के अलग स्टैंडर्ड के लिए भारतीय खाद्य सुरक्षा और मानक प्राधिकरण (FSSAI) से संपर्क करने पर विचार कर रहे हैं। भारत में बनी सिंगल माल्ट व्हिस्की की मांग तेजी से बढ़ रही है और इसे कई प्रतिष्ठित अंतरराष्ट्रीय पुरस्कार मिले हैं। घरेलू शराब निर्माताओं की संस्था कनफेडरेशन ऑफ इंडियन अल्कोहलिक बेवरेज कंपनीज (CIABC) ने बताया कि इंडियन प्रॉड्यूसर इस कदम पर चर्चा कर रहे हैं। इससे भारतीय सिंगल माल्ट व्हिस्की की शुद्धता और साख को बनाए रखने में मदद मिलेगी। इसे अब 60 देशों में निर्यात किया जाता है।

जीआई दर्जा

भारतीय डिस्टिलर अपनी सिंगल माल्ट व्हिस्की के लिए जियोग्राफिकल इंडिकेशन (GI) दर्जा पाने के लिए भी कदम उठा रहे हैं। इससे ब्रांड की विश्वसनीयता और मानक बढ़ेंगे। भारत में बनी सिंगल माल्ट व्हिस्की की बिक्री घरेलू बाजार में दहाई अंक में बढ़ रही है। हालांकि, उद्योग को छोटे सिंगल माल्ट व्हिस्की ब्रांड के उभरने के चलते चुनौतियों का भी सामना करना पड़ रहा है। CIABC के महानिदेशक अनंत एस अय्यर ने कहा कि एफएसएसएआई की परिभाषा यह है कि यह माल्ट आधारित होना चाहिए, लेकिन यह सिंगल माल्ट को परिभाषित नहीं करता है।

क्या है डिमांड

अय्यर ने बताया कि सिंगल माल्ट व्हिस्की का मतलब है कि यह लिकर ही डिस्टिलरी से आनी चाहिए, न कि कई डिस्टिलरी से। जो उचित मानकों का पालन नहीं कर रहे हैं, उन्हें खुद को भारतीय सिंगल माल्ट व्हिस्की होने का दावा करने से रोका जाना चाहिए। उन्होंने कहा कि एफएसएसएआई को भारतीय सिंगल माल्ट व्हिस्की पर एक अलग मानक शामिल करने के लिए अपने नियमों में संशोधन करना चाहिए।