

CIABC

MEDIA COVERAGE

REPORT

FEBRUARY-2025

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

YEAR - 15 / VOLUME - 3 / JANUARY 2025

ONLY FOR SUBSCRIBERS

India's Voice of the Beverage Alcohol Industry

abkari Times

NATIONAL

ISWAI
Never drink & drive

Brand Extention
Why Now?



India Drinks
Retails Awards

National
Edition

CIABC
GI Tag a must for
Indian Single Malt Whisky

Surrogate Advertising
A Complete Full Stop

Euromonitor
Shift of Alcoholic
Drinks in India

30BestBarsIndia



GI Tag - A must for Indian Single Malt Whiskies



It's high time Indian single malt whiskies, blended whiskies and craft spirits get their due. For two decades and counting, Indian Single Malt whiskies have created a niche for themselves, not only in the domestic market, but also globally, particularly in Europe, UK and the US. It is heartening to see Indian Single Malt Whiskies being showcased in top duty free outlets, retail vendors, bars and hotels in top cities across the world including New York, Los Angeles, London, Paris, Rome, Dubai, Singapore et al. It all began more than 20 years ago with Bangalore-based Amrut Distilleries launching India's first single malt whisky.

Since then, many India AlcoBev manufacturers have entered this ultra-premium segment, be it Rampur from Radico Khaitan group, Indri from Picadilly, Solan Single Malt from Mohan Meakins, GianChand from DeVans Modern Breweries, Crazy Cock from South Seas Distilleries or Daaab from Globus Spirits. With growing demand for the Indian single malt whiskies, we are soon going to see many more brands hitting the retail shelves of AlcoBev outlets (off and on trade), both in India and abroad.

Apart from this, a host of Indian companies are launching luxury premium blended malt whiskies such as Royal Ranthambore from Radico, Amrut Amalgam from Amrut, Arthaus from ABD Ltd, Singhasan from Modi Ilva etc. Not only whiskies, Indian companies are now creating a name for themselves with crafted spirits such as Gin (Stranger & Sons, Terai, Jamun and Jaisalmer), Rum (Camikara, Two Indies, Bella), Mahua (Mahura) etc.

India is the largest whisky consuming market globally. The Indian AlcoBev market is expanding fast and has been registering a robust growth over the years, but what has surprised everyone is the 20-30% growth of the Indian single malts market. The domestic market for the Indian single malt whiskies has been growing remarkably with Indian single malts accounting for nearly 53 per cent of total single malt sales in India, overshadowing sales of top global Single Malt Brands. Even exports have grown well.

And it is for this reason that there is an ask of the government for a revised definition and standards for the Indian single malt whiskies. Though, the food sector regulator -- Food Safety and Standards Authority of India (FSSAI) amended the Food Safety and Standards (Alcoholic Beverages) Regulations, 2018 whereby it defined Single malt whisky as "a distillate obtained from fermented mash that uses malted barley without adding any other grain, which is distilled in pot still only and produced in a single distillery".

"FSSAI amended the Food Safety and Standards (Alcoholic Beverages) Regulations, 2018 whereby it defined Single malt whisky as "a distillate obtained from fermented mash that uses malted barley without adding any other grain, which is distilled in pot still only and produced in a single distillery".



Anant S Iyer,
Director General,
CIABC

"What is missing in the Regulations is a stricter definition for the Indian single malt whiskies. Indian single malt whiskies have won many prestigious awards globally."



What is missing in the Regulations is a stricter definition for the Indian single malt whiskies. Indian single malt whiskies have won many prestigious awards globally. Connoisseurs today distinguish Indian single malts from other single malt whiskies. So why should there not be a separate category recognising the India single malt whiskies. This will help maintain the sanctity and reputation of Indian single malt whiskies which are now exported to over 60 countries. In fact, given India's tropical climate, a one-year-old matured Indian malt spirit is as good as an imported three-year-old matured malt spirit, and a three-year-old Indian malt spirit is equal to a 10-year-old plus imported single malts.

Today due to the lack of clear definition of the Indian single malt, many misleading brands have started flooding the market which is eroding the brand value and niche which the Indian single malt category has created for itself.

We have been requesting the government for a "Geographical Indication" (GI) tag for Indian single malt whiskies which will enhance the brand's credibility and standards. It will help in keeping a check on the emergence of smaller and dubious single malt whisky brands. Those not following proper standards should be restrained from claiming themselves as Indian single malt whisky.

Indian players are setting up and maturing Indian malt spirit, using malted Indian barley. Some are doing it in Karnataka, Goa, Uttar Pradesh, Haryana, HP, Uttarakhand and Punjab, each having its distinctive flavour and characteristic. In true terms, each Indian Single Malt whisky is unique in itself. So, when we can have Scotch, American, Irish, Japanese, and Canadian whiskies, why not the Indian Single Malt!

We also urge excise authorities such as UP to revise their malt spirit maturation loss clauses as in India, with warm to hot temperatures most of the year, spirit losses are substantial year on year. We request UK, EU and other Western countries to revise their nomenclature on whisky definition and have a separate one for Indian Single Malt Whiskies and Indian blended whiskies.

The age of Indian Fine Spirits is on the rise!



The Indian EXPRESS

Bourbon whiskey duty cut invites industry pushback

RAVIDUTTA MISHRA
NEW DELHI, FEBRUARY 15

A DAY AFTER the government slashed duty on bourbon whiskey to 100 per cent from 150 per cent, the Indian alcoholic beverage industry urged states to withdraw all excise concessions given to imported liquor, arguing that the customs duty cuts announced Thursday would harm Indian products in both the spirits and wine categories.

This assumes significance since the reduction in customs duty on bourbon whiskey was part of broader tariff cuts on a range of items aimed at appeas-

ing US President Donald Trump ahead of Prime Minister Narendra Modi's visit to the United States. The US had "welcomed" the initial set of tariff cuts, and both countries announced plans for a trade deal.

"The government needs to safeguard the interests of Indian liquor manufacturers when deciding on issues related to customs duty cuts and other concessions under FTAs. We have requested state governments to withdraw all excise concessions given to imported liquor, as the reduction in customs duties will further impact Indian products in both the spirits and wine categories. It will be a double

whammy for Indian companies," said Anant S. Iyer, Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC), in a statement. Iyer said that Indian liquor manufacturers were "not opposed" to a reduction in import duty, though they have requested that the cuts be "phased" in over a period of 10 years. CIABC also asked the government to introduce "stringent and effective measures" to prevent the dumping of imported spirits and to negotiate better international market access for Indian alcoholic products, which currently face several non-tariff barriers. Non-tariff barriers in the UK, for instance, have been a point

of contention in India-UK trade negotiations. During the talks, the industry had said that the UK has a stringent three-year maturation requirement for whiskey, which blocks sales of Indian products in the British market. A representative from the Indian industry argued that whiskey matures faster in India's hot climate compared to the UK, making the requirement an unfair barrier to trade.

"Countries should remove non-tariff barriers that prevent a vast majority of Indian products from being sold in Western markets. We also want these markets to recognise Indian whiskies on par with other global products," Iyer said.

la
w
in
dt
w
tic
or
In
De
ric
Sil
ac
at
w
th
or
te
ev
m
th
W
ve
to
an



FINANCIAL EXPRESS, ND 26-02-2025

FTA must ease curbs on Indian whisky in UK, says industry

FE BUREAU

New Delhi, February 25

THE GOVERNMENT SHOULD seek removal of non-tariff barriers that Indian whisky faces in the UK market while negotiating on duties on scotch in the proposed free trade agreement (FTA), according to liquor industry representatives. As talks on the FTA resumed after an eight-month gap, the industry said the duties on scotch should be lowered gradually and strict rules of origin should be laid down.

The lowering on duties on scotch is a major ask of the UK in the FTA. The UK does not allow any whiskey that has not been matured for three years or more to be sold as whiskey in its market. The whisky from India thus gets labelled as "Indian Spirit". In

the FTA, the government should ensure that whisky from India is allowed to be sold with the label "Indian Whisky" without any limitation on the number of years it has been matured, director general of the Confederation of Indian Alcoholic Beverage Companies Anant S Iyer said.

While insisting on compliance with maturation standards, the UK charges minimal duty on Indian whisky. He said India is a tropical country and maturation happens faster so the limitation of three years should go. The industry has also sought reduction in duties on scotch over 10 years. For scotch 'Bottled at Origin', the duties should come down to 50% from 150% over 10 years while for bulk whisky the duties can be brought down to 25%.

The Telegraph

Liquor hurdle to quick trade deal with EU

R. SURYAMURTHY

New Delhi: India and the European Union will this week assess their stalled free trade negotiations, with liquor tariffs emerging as a key flash-point amid Brussels' push for deep duty cuts on European spirits.

European Commission President Ursula von der Leyen will meet Prime Minister Narendra Modi and top ministers on Thursday in a bid to accelerate trade talks, which have dragged on since 2007 due to sharp differences over tariffs and market access.

While the EU seeks an "ambitious" and "commercially meaningful" deal, a senior official acknowledged that tariff disputes over wine and spirits remain a major sticking point. "For us, speed is less important than substance,"

the official said, declining to set a deadline for FTA.

The EU has repeatedly demanded drastic cuts to India's high import duties on European liquor, which currently faces tariffs of 150 per cent. However, Indian liquor manufacturers warn that an abrupt slash in duties could devastate domestic brands while flooding the market with cheap imports.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) has called for a phased reduction in duties over a 10-year period instead of an immediate cut, while also demanding strong anti-dumping measures.

"The government must safeguard Indian manufacturers while negotiating tariff concessions. A sudden reduction would give foreign brands an unfair advantage, especially as Indian products face

IRRITANT

- EU wants deep cuts on Indian liquor duties
- Indian players fear flood of European liquor
- Investment protection pact and GI agreement also under discussion
- EU also keen to de-risk ties with China

non-tariff barriers in global markets," said CIABC director-general Anant S. Iyer.

The CIABC has urged state governments to withdraw excise duty concessions given to imported liquor, arguing that a customs duty cut would otherwise amount to a "double whammy" for domestic producers.

"Indian spirits and wines are already under pressure. Any duty slash must be accompanied by stronger curbs on tax evasion via under-invoicing and transfer pricing routes," Iyer said.

Indian liquor exporters argue that while the EU aggressively pushes for duty cuts on its products, it has done little to ease barriers for Indian alcohol exports. Non-tariff restrictions have kept Indian whiskies and spirits from gaining meaningful access in European markets, despite their growing global recognition.

"If the EU wants tariff cuts, it must also allow fair access to Indian liquor brands. The current FTA draft is skewed towards European interests," said an industry executive.

India's beverage alcohol industry contributes over ₹3 lakh crore to state excheq-

uers and generates significant employment, particularly in agriculture. Industry leaders warn that reckless tariff reductions without safeguards could wipe out years of investment in building premium Indian spirits.

Beyond liquor tariffs, India and the EU are negotiating an investment protection pact and a geographical indications agreement, but progress has been slow. Talks were relaunched in 2022 after a decade-long suspension due to differences over market access and regulatory standards.

The EU also sees India as a crucial strategic partner in its push to de-risk economic ties with China. "India is essential to Europe's Indo-Pacific strategy," a senior EU official said, adding that security cooperation would be a key agenda item.

27-02-2025

<https://epaper.telegraphindia.com/>

The Telegraph

The Tribune

VOICE OF THE PEOPLE

Beverage makers lobby for curbs

New Delhi: Alcoholic beverages makers' body CIABC on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

India on February 13 slashed import duty on bourbon whiskey to 100 per cent. It is mainly imported from the US.

The confederation "has urged the government to address the concerns of the Indian companies and ensure a

DUMPING WORRY

- Ensure a level-playing field in free trade agreement negotiations
- Introduce effective measures to check and curb dumping of imported spirits
- Better international access for Indian alcoholic products

level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits. "We seek better international access for Indian alcoholic products which face several non-tariff restrictions at present," it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC director-general Anant S Iyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access, especially the Western countries, and safeguard interests of Indian companies against any dumping of products through transfer price mecha-

nism at lower prices specifically for India," Iyer said.

He added that non-tariff barriers imposed by other countries prevent a vast majority of Indian products from being sold in the Western countries.

"We also want these markets to recognise Indian whiskeys on a par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry.

The alcoholic beverage industry contributes over ₹3 lakh crore to the exchequer of states apart from adding central government's revenue in terms of customs duty and GST on a host of inputs.

PTI

M:
Ca
Vi:
fac
ba
ca:

ac:
the
tw
ini
sta
inj
tra

in
est

The Pioneer

CIABC urges government to curb dumping of imported spirits

PIONEER NEWS SERVICE ■
NEW DELHI

The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

India on February 13 slashed import duty on bourbon whiskey to 100 per cent. It is mainly imported from the US. The confederation "has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free



trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present," it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S Iyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international

market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," Iyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

"We also want these markets to recognise Indian whiskies at par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry. The alcoholic beverage industry contributes over Rs 3 lakh crore to the exchequer of states apart from adding central government's revenue in terms of customs duty and GST on a host of inputs.

<https://x.com/CNBCTV18Live/status/1890719476074639591?t=SfTPYC2afVI7Fiuw3o2byA&s=08>



CNBC-TV18  @CNBCTV18Live · 19h
#**CIABC** on India cutting #importduty on American #**Bourbon** whiskey.

- **CIABC** Supports Gradual Reduction
- Risk of Dumping
- Market Access for Indian Products
- Excise Duty Concessions
- Economic & Employment Impact



CIABC SAYS:

- (CIABC) is not against import duty cuts but urges a phased approach to protect domestic businesses.
- urges the government to prevent dumping of imported liquor through tax evasion and under-invoicing.
- The organization demands better international market access for Indian alcoholic products, especially in Western countries.
- CIABC calls for state governments to withdraw excise duty concessions for imported liquor, as reduced customs duties already favor foreign brands.
- The Indian alcoholic beverage industry contributes over ₹3 lakh crore to state revenues and provides significant employment

 /@CNBCTV18Live

 cnbctv18.com

<https://www.cnbcTV18.com/business/exclusive-government-mulls-duty-reduction-on-imported-scotch-from-uk-19564137.htm>

Exclusive: Government mulls duty reduction on imported Scotch from UK, say sources

The current duty structure on the import of alcoholic beverages is subject to a 50% BCD plus a 100% AIDC, making it highly expensive for Indian consumers.



By Timsy Jaipuria X

February 24, 2025, 8:40:54 PM IST (Updated)

🕒 5 Min Read



After giving concessions to US-based Bourbon Whiskey, the Indian government is now considering a review of import duties on alcoholic beverages, particularly Scotch whisky from the United Kingdom, sources have told CNBC-TV18.

“A high-level meeting involving the Prime Minister’s Office (PMO), the Ministry of External Affairs (MEA), the Finance Ministry, and the Commerce Ministry is expected soon to discuss the proposal. The meeting is likely to assess the impact and whether a concession would mean greater market access for Indian players in the region in return or not, along with revenue impact,” sources in the know of the development told CNBC-TV18 on the condition of anonymity.

According to sources, “the government is exploring the possibility of allowing a 50% Basic Customs Duty (BCD) along with a 50% Agriculture Infrastructure and Development Cess (AIDC) on Scotch imports—similar to the concessions granted to Bourbon whiskey.”

Current Duty Structure and UK’s Demands

The current duty structure on the import of alcoholic beverages is subject to a 50% BCD plus a 100% AIDC, making it highly expensive for Indian consumers.

If the proposed change is accepted and offered to the UK, it will not only help close the long-pending FTA talks, but also the new structure would bring down the total levy substantially, aligning it with the duty regime for Bourbon whiskey and providing a level playing field.

“The UK has been pushing for a significant reduction in these duties on Scotch as part of the ongoing negotiations for a Free Trade Agreement (FTA) with India and if implemented, could be seen as a significant breakthrough in Indo-UK trade relations, benefiting both Indian consumers and UK exporters while also addressing one of the key sticking points in the FTA discussions,” sources added.

Industry body urges India govt to protect local companies

Meanwhile, the Confederation of Indian Alcoholic Beverage Companies (CIABC) has urged the government to safeguard the interests of Indian companies. It has urged that the reduction in duties should be given in a phased manner, ensuring better market access for Indian products.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) has said the Indian liquor manufacturers were not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

The CIABC has urged the government to address the concerns of the Indian companies and ensure a level playing field in FTA negotiations and set in stringent effective measures to check and curb the dumping of imported spirits and seek better international access to Indian alcohol products, which face several non-tariff restrictions at present.

CIABC, which is the apex body of Indian alcoholic beverage manufacturers, has also requested state governments to withdraw excise duty concessions given to imported liquor in view of the reduction in customs duty.

“The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts (BCD+AIDC) and other concessions under FTAs. Though we have already recommended to the government to cut the basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access and safeguard the interests of Indian companies against any dumping of products through the transfer price mechanism at lower prices specifically for India,” said Anant S Iyer, DG, CIABC.

"We have also urged the government to take necessary steps to prevent dumping and tax evasion through under-invoicing or the transfer price route. Similarly, we have requested state governments to withdraw all excise concessions given to imported liquor as cuts in customs duties will further hit Indian products—both in the spirits and wine categories. It will be a double whammy for the Indian companies," he added.

lyer also requested the government to ensure better market access for Indian products into foreign markets. "Countries should remove non-tariff barriers which prevent a vast majority of Indian products being sold in the Western countries including the UK. CIABC has constantly been raising this issue with the government. We also want these markets to recognise Indian whiskies at par with other global products."

The industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry, which has painstakingly over years built a portfolio of fine offerings. The beverage alcohol industry contributes over ₹3 lakh crores to the exchequers of state governments apart from revenue accruing to the Centre from Customs duty and GST on a host of inputs. The industry also provides substantial employment and sustenance to agricultural produce, he added.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) is the apex body of the Indian Alcoholic Beverage Industry. Its members include major Indian companies that manufacture and market their product range in India and abroad. It represents the wide and inclusive interests of the Indian industry. As a responsible industry body, it also works for the collective interests of all stakeholders including the government, trade, society and consumers.

"Recently, India has reduced AIDC on Bourbon Whiskey by 50%, thereby bringing total duty on it from 150% to 100%. A similar relaxation, if provided for Scotch whisky under the India-UK FTA talks, will benefit Scotch imports from the UK. While the extent to which it will impact India's growing local whisky market will have to be assessed, the government will surely look forward to important gains in lieu of this relaxation under the ongoing negotiations," said Anurag Sehgal, Managing Director, Price Waterhouse & Co LLP.

(Edited by : Ajay Vaishnav)

First Published: Feb 24, 2025 8:38 PM IST



<https://www.cnbctv18.com/travel/food-and-drinks/india-cuts-tariff-on-bourbon-whiskies-from-150-to-100-19559113.htm>

India cuts tariff on US bourbon whiskies from 150% to 100%

The revised tariff applies to bourbon whiskies only, with other alcoholic products continuing to be taxed at 150%. The move will benefit brands like Suntory's Jim Beam, following criticism from Donald Trump over what he called "unfair" trade levies.

In some good news for connoisseurs of bourbon whiskies, India has slashed tariffs on bourbon whisky amid intensifying criticism from Trump. The move will benefit brands like Suntory's Jim Beam, following criticism from US President Donald Trump over what he called "unfair" trade levies in the country.

The Indian government issued the tariff adjustment notification on February 13, which only gained widespread attention on Friday. The new structure will impose a basic customs duty of 50% on bourbon, along with an additional 50% levy, making the total tariff 100%. Prior to this change, imports faced a 150% tariff.

Also read | [12 best bourbons and American whiskeys of 2025](#)

However, the revised tariff applies exclusively to bourbon whiskies, which are made and aged in America, but other alcoholic products continue to be taxed at the previous rate of 150%.

Meanwhile, the Confederation of Indian Alcoholic Beverage Companies

(CIABC) said on February 15 that Indian liquor manufacturers were not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

The CIABC has urged the Government to address concerns of Indian companies and ensure a level playing field in FTA negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present. The apex body of Indian alcoholic beverage manufacturers has requested atate governments to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

“The Government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts (BCD+AIDC) and other concessions under FTAs. Though we have already recommended to the government to cut cuts basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products thru transfer price mechanism at lower prices specifically for India, said Mr Anant S Iyer, DG, CIABC.

Cut import duty in phased manner under India-UK trade pact on alcoholic beverages: CIABC

<https://economictimes.indiatimes.com/small-biz/trade/exports/insights/cut-import-duty-in-phased-manner-under-india-uk-trade-pact-on-alcoholic-beverages-ciabc/articleshow/118571334.cms?from=mdr>

Synopsis

The Confederation of Indian Alcoholic Beverage Companies (CIABC) emphasize safeguarding Indian liquor manufacturers' interests and ensuring better market access for Indian products in the UK while addressing non-tariff barriers and preventing product dumping.



Cut in the duty on Scotch whiskey is a key demand of the UK in the pact.

NEW DELHI: Alcoholic beverage industry body [CIABC](#) on Tuesday urged the government to consider reducing the import duty in a phased manner under the proposed free trade agreement between India and the UK. The Confederation of Indian Alcoholic Beverage Companies (CIABC) said that the government should ensure better market access for Indian products in

the UK.

On February 24, Commerce and Industry Minister Piyush Goyal and UK Secretary of State for Business and Trade Jonathan Reynolds announced resumption of negotiations for the proposed agreement.

"The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs.

"Though we have already recommended to the government to cut cuts basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," CIABC Director General [Anant S Iyer](#) said in a statement.

Cut in the duty on Scotch whiskey is a key demand of the UK in the pact.

At present, Scotch whiskey, imported from the UK - both in bottled and bulk - is taxed at around 150 per cent in India.

The body also urged for stringent measures to check and curb dumping of imported spirits and sought better international access for Indian alcoholic products which face several non-tariff restrictions at present.

"Countries should remove non-tariff barriers which prevent a vast majority of Indian products from entering the Western countries including the UK," he said.

The beverage [alcohol](#) industry contributes over Rs 3 lakh crores to the exchequers of state governments apart from revenue accruing to the Centre from Customs duty and GST on a host of inputs.

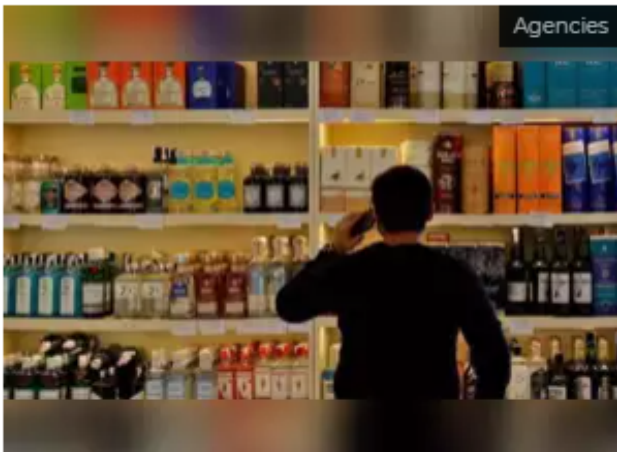
In 2023-24, India's exports of these beverages stood at \$390 million. It was \$325 million in 2022-23.

<https://economictimes.indiatimes.com/industry/cons-products/liquor/alcoholic-beverage-makers-body-seeks-curb-on-dumping-expand-market-for-indian-products/articleshow/118276215.cms?from=mdr>

Alcoholic beverage makers' body seeks curb on dumping, expand market for Indian products

Synopsis

The Confederation of Indian Alcoholic Beverage Companies (CIABC) has requested the government to impose strict measures against the dumping of imported spirits and to provide better market access for domestic products. CIABC also sought a phased reduction in import duties and asked states to withdraw excise duty concessions for imported liquor due to recent customs duty cuts.



Representational

New Delhi: **Alcoholic beverages** makers' body **CIABC** on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products. The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the **Indian liquor manufacturers** are not

against reduction in import duty, though they have sought the import duty cuts in a phased manner.

India on February 13 slashed import duty on bourbon whiskey to 100 per cent. It is mainly imported from the US.

The confederation "has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several **non-tariff restrictions** at present," it said in a statement.

It has also requested the states to withdraw [excise duty](#) concessions given to imported liquor in view of reduction in [customs duty](#).

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S Iyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," Iyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

"We also want these markets to recognise [Indian whiskies](#) at par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry.

The alcoholic beverage industry contributes over Rs 3 lakh crore to the exchequer of states apart from adding central government's revenue in terms of customs duty and [GST](#) on a host of inputs.

<https://www.financialexpress.com/business/industry-uk-fta-must-ease-non-tariff-barriers-on-indian-whiskey-industry-3760312/>

UK FTA must ease non-tariff barriers on Indian whiskey: Industry

For scotch 'Bottled at Origin' the duties should come down to 50% from 150% over 10 years while for bulk whiskey the duties can be brought down to 25%.

The government should seek removal of the non-tariff barriers that Indian whiskey faces in the UK market while negotiating on duties on scotch in the free trade agreement, the liquor industry representatives. As talks on the FTA resumed after an eight month gap, the industry has also asked the duties on scotch should be brought down gradually and strict rules of origin be laid down. The lowering on duties on scotch is the major ask of the UK in the FTA.

The UK does not allow any whiskey that has not been matured for three years or more to be sold as whiskey in their local market. The whiskey from India thus gets labelled as "Indian Spirit". In the FTA the government should ensure that whiskey from India should be allowed to be sold with the label "Indian Whiskey" without any limitation on the number of years it has been matured, director general of Confederation of Indian Alcoholic Beverage Companies (CIABC) Anant S Iyer said.

He said India is a tropical country and maturation happens faster so the limitation of three years should go. Due to Indian climatic conditions the maturation that takes 3 years in the UK happens in 6 to 9 months. In India evaporation loss during maturation is 10-15% and if this term is extended for three years then this loss would touch 30-35% that would make Indian single malt and other spirits unviable.

The industry has also sought reduction in duties on scotch over 10 years. For scotch 'Bottled at Origin' the duties should come down to 50% from 150% over 10 years while for bulk whiskey the duties can be brought down to 25%. Some Indian companies also import scotch in bulk to bottle locally.

The whiskey trade should have strict rules of origin and scotch should not be allowed to be routed through third countries, Iyer said. With the EU also FTA negotiations involve duties on wines and spirits. "If duties on whiskey in the FTA with the EU are kept lower, scotch should not be allowed to be routed from there," he said.

Similarly, CIABC has requested state governments to withdraw all excise concessions given to imported liquor as cut in customs duties will further hit the Indian products – both in spirits and wine categories. In many states local excise on imported liquor is half of what the Indian industry pays. The justification for lower excise is that imported liquor has already paid high import duties.

The industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry, Iyer said. The beverage alcohol industry contributes over Rs. 3 lakh crores to the exchequers of state governments apart from revenue accruing to the Centre from Customs duty and [GST](#) on a host of inputs.

<https://www.financialexpress.com/business/industry-tariff-cuts-on-us-bourbon-spark-protests-from-indian-liquor-industry-3750734/>

Tariff cuts on US Bourbon spark protests from Indian liquor industry

According to industry experts, this duty reduction could negatively impact domestic spirits and wine producers.

Following the government's decision to reduce customs duty on bourbon whisky from 150 per cent to 50 per cent, the Indian alcoholic beverage industry called for the withdrawal of all state-level excise concessions on imported liquor. According to industry experts, this duty reduction could negatively impact domestic spirits and wine producers.

The duty cut was part of broader tariff reductions aimed at improving trade relations with the United States ahead of Prime Minister [Narendra Modi's](#) visit.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) has urged the government to implement strong measures to prevent the dumping of imported spirits and to negotiate better [market](#) access for Indian products. Indian whisky, for instance, faces trade barriers in the UK due to a mandatory three-year maturation rule, which the industry argues is unfair, given India's hotter climate accelerates maturation, reports Indian Express.

Anant S Iyer, Director General of CIABC, stated, "The government must safeguard the interests of Indian liquor manufacturers. We have asked states to withdraw excise concessions on imported liquor, as lower customs duties will further impact Indian producers."

While not opposed to import duty reductions, the industry has requested a phased implementation over ten years. "Western markets should recognise Indian whiskies on par with global products," Iyer added, warning that cheap imports could threaten India's premium spirits and wine sector.

<https://www.thehindubusinessline.com/economy/as-us-whiskey-makers-celebrate-tariff-cut-indian-distillers-seek-fair-trade-terms/article69230561.ece>

As US whiskey makers celebrate tariff cut, Indian distillers seek fair trade terms

Updated - February 17, 2025 at 09:16 PM. | Bengaluru

India reduced tariffs on bourbon whiskey from 150 per cent to 100 per cent, a move likely to boost imports of US brands

BY SANJANA B

While American whiskey makers welcomed the US decision to reduce import duties on Bourbon, Indian liquor producers are pushing for stricter measures to prevent the dumping of imported spirits and advocating for better global market access for Indian alcoholic products, which currently face various non-tariff barriers.

On Friday, India reduced tariffs on bourbon whiskey from 150 per cent to 100 per cent, a move likely to boost imports of US brands, following US President Trump's criticism of the "unfair" duties in the South Asian market.

US-based bourbon players like Varchas Whiskies, crafted by Shankar Distillers in Troy, Michigan, applauded this US-India agreement resulting in the tariff reduction in India.

Tariffs reduction

"The tariffs reduction opens doors for American whiskey brands, including Varchas Whiskey, to expand their presence in India, the world's largest whiskey market by volume. This move is expected to make premium American Bourbon more accessible to Indian consumers while boosting trade and economic opportunities for both countries. This is a historic moment for the American whiskey industry and a game-changer for brands like ours looking to establish a stronger footprint in India," said Varchasvi Shankar, Founder of Varchas Whiskey.

In 2024, India was the 23rd largest export market for American whiskeys, with exports totaling \$8.8 million. Despite India's expansive whiskey consumption, American whiskey exports remained relatively low due to the high import duties. With the tariff reduction, the industry anticipates an uptick in demand, leading to greater market penetration for brands like Varchas Whiskey, he added.

Sanjit Padhi, CEO of the International Spirits and Wines Association of India (ISWAI) said that the reduced Agricultural Infrastructure and Development Cess (AIDC) on Bourbon Whiskey is a step forward to making international brands accessible to consumers.

“We are hopeful this is a harbinger of tariff reduction for all international brands being imported to India and expect similar cuts to AIDC soon for all categories shortly.”

Seeking a level playing field

However, Indian liquor manufacturers expressed concerns about this move. The Confederation of Indian Alcoholic Beverage Companies (CIABC) said that while Indian manufacturers were not against reduction in import duty, they sought the import duty cuts in a phased manner.

The CIABC urged the Government to address the concerns of these companies and ensure a level playing field in the free trade agreement (FTA) negotiations. It also called for effective measures to curb the dumping of imported spirits and seek better international access to Indian alcoholic products which face several non-tariff restrictions at present.

“The Government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts (BCD+AIDC) and other concessions under FTAs. Though we have already recommended cutting basic customs duty on spirits over 10 years, we also want to ensure better international market access, especially in Western countries, and safeguard the interests of Indian companies against any dumping of products through a transfer price mechanism at lower prices specifically for India,” said Anant S Iyer, DG, CIABC.

The body also requested State governments to withdraw all excise concessions given to imported liquor since cuts in customs duties may further hit the Indian spirits and wine categories.

“It will be a double whammy for the Indian companies,” he added.

The CIABC also requested the government to ensure better market access for Indian products in foreign markets. “Countries should remove non-tariff barriers preventing the majority of Indian products from being sold in the Western countries. We also want these markets to recognise Indian whiskies at par with other global products.”

He continued that the beverage alcohol industry contributes over ₹3 lakh crore to the exchequers of State governments apart from revenue accruing to the Centre from Customs duty and GST on a host of inputs.

Business Standard

https://www.business-standard.com/industry/news/beer-body-seeks-import-duty-cut-in-phased-manner-under-india-uk-fta-125022500920_1.html

[Home](#) / [Industry](#) / [News](#) / Alcohol body seeks import duty cut in phased manner under India-UK FTA

Alcohol body seeks import duty cut in phased manner under India-UK FTA

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said that the government should ensure better market access for Indian products in the UK

Alcoholic beverage industry body CIABC on Tuesday urged the government to consider reducing the import duty in a phased manner under the proposed free trade agreement between India and the UK.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said that the government should ensure better market access for Indian products in the UK.

On February 24, Commerce and Industry Minister Piyush Goyal and UK Secretary of State for Business and Trade Jonathan Reynolds announced resumption of negotiations for the proposed agreement.

"The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," CIABC Director General Anant S Iyer said in a statement.

Cut in the duty on Scotch whiskey is a key demand of the UK in the pact.

At present, Scotch whiskey, imported from the UK - both in bottled and bulk - is taxed at around 150 per cent in India.

The body also urged for stringent measures to check and curb dumping of imported spirits and sought better international access for Indian alcoholic products which face several non-tariff restrictions at present.

"Countries should remove non-tariff barriers which prevent a vast majority of Indian products from entering the Western countries including the UK," he said.

The beverage alcohol industry contributes over Rs 3 trillions to the exchequers of state governments apart from revenue accruing to the Centre from Customs duty and GST on a host of inputs.

In 2023-24, India's exports of these beverages stood at \$390 million. It was \$325 million in 2022-23.

Business Standard

https://www.business-standard.com/industry/news/liquor-firms-body-urges-govt-to-curb-dumping-grow-global-market-125021500903_1.html

[Home](#) / [Industry](#) / [News](#) / Liquor firms' body urges govt to curb dumping, grow global market

Liquor firms' body urges govt to curb dumping, grow global market

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts

Alcoholic beverages makers' body CIABC on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

India on February 13 slashed import duty on bourbon whiskey to 100 per cent. It is mainly imported from the US.

The confederation "has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present," it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S Iyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," Iyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

"We also want these markets to recognise Indian whiskies at par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry.

The alcoholic beverage industry contributes over Rs 3 lakh crore to the exchequer of states apart from adding central government's revenue in terms of customs duty and GST on a host of inputs.

<https://www-ndtvprofit-com.cdn.ampproject.org/c/s/www.ndtvprofit.com/amp/business/indian-alcoholic-beverage-industry-seeks-government-action-on-imported-spirits-dumping>

Indian Alcoholic Beverage Industry Seeks Government Action On Imported Spirits Dumping

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

Alcoholic beverages makers' body CIABC on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products. The Confederation of Indian Alcoholic Beverage Companies said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner. India on Feb. 13 slashed import duty on bourbon whiskey to 100%. It is mainly imported from the US.

The confederation "has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present," it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S Iyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," Iyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

"We also want these markets to recognise Indian whiskies at par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry.

The alcoholic beverage industry contributes over Rs 3 lakh crore to the exchequer of states apart from adding central government's revenue in terms of customs duty and GST on a host of inputs.

<https://www.ndtvprofit.com/business/indian-alcoholic-beverage-industry-seeks-government-action-on-imported-spirits-dumping>

Indian Alcoholic Beverage Industry Seeks Government Action On Imported Spirits Dumping

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

Alcoholic beverages makers' body CIABC on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products. The Confederation of Indian Alcoholic Beverage Companies said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner. India on Feb. 13 slashed import duty on bourbon whiskey to 100%. It is mainly imported from the US.

The confederation "has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present," it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S lyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," lyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

"We also want these markets to recognise Indian whiskies at par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry.

THE WEEK

<https://www.theweek.in/wire-updates/business/2025/02/15/dcm27-biz-alcohol-duty.html>

Alcoholic beverage makers' body seeks curb on dumping expand market for Indian products

New Delhi, Feb 15 (PTI) Alcoholic beverages makers' body CIABC on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

India on February 13 slashed import duty on bourbon whiskey to 100 per cent. It is mainly imported from the US.

The confederation "has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present," it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S Iyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," Iyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

"We also want these markets to recognise Indian whiskies at par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry.

The alcoholic beverage industry contributes over Rs 3 lakh crore to the exchequer of states apart from adding central government's revenue in terms of customs duty and GST on a host of inputs.

THE WEEK

<https://www.theweek.in/wire-updates/business/2025/02/25/dcm52-biz-india-uk-ciabc.html>

Cut import duty in phased manner under India-UK trade pact on alcoholic beverages CIABC

New Delhi, Feb 25 (PTI) Alcoholic beverage industry body CIABC on Tuesday urged the government to consider reducing the import duty in a phased manner under the proposed free trade agreement between India and the UK.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said that the government should ensure better market access for Indian products in the UK.

On February 24, Commerce and Industry Minister Piyush Goyal and UK Secretary of State for Business and Trade Jonathan Reynolds announced resumption of negotiations for the proposed agreement.

"The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," CIABC Director General Anant S Iyer said in a statement.

Cut in the duty on Scotch whiskey is a key demand of the UK in the pact.

At present, Scotch whiskey, imported from the UK - both in bottled and bulk - is taxed at around 150 per cent in India.

The body also urged for stringent measures to check and curb dumping of imported spirits and sought better international access for Indian alcoholic products which face several non-tariff restrictions at present.

"Countries should remove non-tariff barriers which prevent a vast majority of Indian products from entering the Western countries including the UK," he said.

The beverage alcohol industry contributes over Rs 3 lakh crores to the exchequers of state governments apart from revenue accruing to the Centre from Customs duty and GST on a host of inputs.

In 2023-24, India's exports of these beverages stood at USD 390 million. It was USD 325 million in 2022-23.

Bourbon Whisky On The Rocks : A Toast To Trade Or A Threat To Local Brands?

By Riny John

Monday, February 17, 2025, 17:04



In a significant shift in trade policy, India has reduced tariffs on bourbon whisky, lowering them from 150% to 100%. This decision, which impacts imports of American brands such as Suntory's Jim Beam, follows trade discussions between Prime Minister Narendra Modi and former U.S. President Donald Trump. While seen as a move to strengthen economic ties with the United States, it has sparked concerns within India's domestic liquor industry.

Breaking Down The Tariff Cut

The revised customs duty structure, officially announced on 13 February 2025, comprises a basic duty of 50% and an additional 50% levy, cumulatively reducing the tariff to 100%. Notably, this adjustment applies exclusively to bourbon whisky, while tariffs on other imported alcoholic beverages remain unchanged at 150%. The Indian government's decision is perceived as an attempt to align its trade policies with global norms while maintaining its broader protective stance on liquor imports.

Domestic Industry Raises Red Flags

Despite the potential trade benefits, the Confederation of Indian Alcoholic Beverage Companies (CIABC) has voiced strong opposition to the tariff reduction. The organisation fears that lower duties, coupled with excise concessions on imported liquor, could significantly disadvantage Indian spirits and wines.

Anant S Iyer, Director General of CIABC, called the move a "double whammy" for local manufacturers, warning that Indian brands might struggle to compete with cheaper imports. In response, CIABC has urged the government to withdraw excise concessions on imported liquors, advocating for a more balanced trade policy that supports domestic players.

The Global Trade Barrier Concern

Beyond domestic fears, CIABC has also highlighted international trade challenges, particularly in India-UK trade negotiations. One major contention is the UK's requirement that whisky must mature for at least three years before being recognised as whisky. Indian manufacturers argue that in India's warmer climate, whisky matures much faster, making this rule an unfair barrier to Indian whisky exports.

The organisation has called for the elimination of such non-tariff barriers, pushing for greater recognition of Indian spirits in global markets and ensuring that India's trade agreements are reciprocal in nature.

A Phased Approach : The CIABC's Proposal

In an effort to strike a balance between trade liberalisation and domestic protection, CIABC has proposed a gradual reduction of import duties over a decade. This phased approach would allow Indian manufacturers time to adjust, ensuring that they remain competitive in both domestic and international markets. The organisation has also urged the government to take proactive measures in promoting Indian whisky as a premium global brand.

The Bigger Picture : India's Expanding Liquor Market

India's alcoholic beverage market, valued at \$35 billion, is on a rapid growth trajectory, expected to reach \$55 billion by 2027. The industry is a major economic contributor, generating over Rs 3 lakh crore in state revenues, creating jobs, and supporting agriculture. Despite high import duties, alcoholic beverage imports surged to \$1 billion in 2023, with distilled spirits dominating at 56% of total imports.

Meanwhile, U.S. alcohol exports to India rose by 32%, reaching \$20.5 million. With India's rising middle class and growing preference for premium spirits, international brands are eager to expand their footprint in the country. However, domestic producers fear that without protective measures, they could lose market share to global giants.

Final Pour : What Lies Ahead?

As India recalibrates its trade policies on imported liquor, concerns from domestic industry players continue to grow. The Confederation of Indian Alcoholic Beverage Companies (CIABC) has urged the government to reconsider excise concessions and adopt a phased approach to import duty cuts, ensuring a level playing field for local manufacturers. Meanwhile, challenges like non-tariff barriers in Western markets and the evolving landscape of global trade remain pressing issues.

The Pioneer

<https://www.dailypioneer.com/2025/india/ciabc-urges-government-to-curb-dumping-of-imported-spirits.html>

CIABC urges government to curb dumping of imported spirits

New The Confederation of Indian Alcoholic Beverage Companies (CIABC) on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

India on February 13 slashed import duty on bourbon whiskey to 100 per cent. It is mainly imported from the US.

The confederation “has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present,” it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S Iyer said.

“Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India,” Iyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

“We also want these markets to recognise Indian whiskies at par with other global products,” he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry. The alcoholic beverage industry contributes over Rs 3 lakh crore to the exchequer of states apart from adding central government’s revenue in terms of customs duty and GST on a host of inputs.

<https://www.uniindia.com/govt-must-check-dumping-of-imported-spirits-ensure-better-mkt-access-for-indian-products-ciabc/business-economy/news/3391400.html>

Govt must check dumping of imported spirits; ensure better mkt access for Indian products: CIABC

New Delhi, Feb 15 (UNI) The apex association of alcoholic beverage firms on Saturday said they are “not against” reduction in import duty on imported spirits but sought the import duty cut in a phased manner to avoid dumping in the Indian market.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said “The Indian liquor manufacturers were not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

The CIABC, however, has urged the Government to address the concerns of the Indian companies and ensure a level playing field in FTA negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present.”

The apex body of Indian alcoholic beverage manufacturers has also requested State governments to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

CIABC's statement came in the wake of India cutting import duty on American Bourbon whiskey.

“The Government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts (BCD+AIDC) and other concessions under FTAs. Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India,” said Mr Anant S Iyer, DG, CIABC.

The association has also urged the government to take necessary steps to prevent dumping and tax evasion through under-invoicing or transfer price route. Similarly, it has requested State governments to withdraw all excise concessions given to imported liquor as cut in customs duties will further hit the Indian products - both in spirits and wine categories. It will be a double whammy for the Indian companies, he added.

Mr Iyer also requested the government to ensure better market access for Indian products into foreign markets. “Countries should remove non-tariff barriers which prevent a vast majority of Indian products being sold in the Western countries. CIABC has constantly been raising this issue with the government. We also want these markets to recognise Indian whiskies at par with other global products.”

The industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry which has painstakingly over years built a portfolio of fine offerings. The beverage alcohol industry contributes over Rs 3 lakh crores to the exchequers of State Governments apart from revenue accruing to the Centre from Customs duty and GST on a host of inputs.

The industry also provides substantial employment and sustenance to agriculture produce, the CIABC statement added.

Sommelier INDIA

India's Premier Wine Publication. Established 2004

Indian Govt Eases Tariffs on U.S. Bourbon, Wines Amid Trade Tensions

© February 17, 2025 Shiv Singh Indian Wine News, Spotlight



The Indian government has reduced import duties on bourbon whiskey from 150% to 100% and lowered tariffs on several wines under U.S. pressure. This move has raised concerns among Indian winemakers, who fear increased competition from cheaper imports. The duty on wines made from fresh grapes, vermouth, and other fermented beverages was also cut to 100%, with imports in these categories totaling \$1 billion last year.

For bourbon, a 50% customs duty and a 50% agricultural cess have been imposed, with U.S. bourbon imports valued at \$0.8 million last year. The tariff reductions were announced just before Prime Minister Modi's meeting with U.S. President Trump, where tariffs were a key discussion point.

Indian alcoholic beverage industry leaders, including the Confederation of Indian Alcoholic Beverage Companies (CIABC), have urged states to revoke excise concessions on imported liquor, warning of negative impacts on domestic producers. They also highlighted non-tariff barriers restricting Indian liquor exports, such as the UK's three-year maturation requirement for whisky.

CIABC's Director General, Anant S Iyer, called for phased tariff reductions over 10 years and urged international markets to recognize Indian spirits and wines on par with global brands. He emphasized the industry's economic contributions, including Rs 3 lakh crore in state revenues and significant employment support. The tariff cuts are part of broader trade negotiations with the U.S., aimed at securing a potential trade deal.

<https://money.rediff.com/news/market/india-uk-trade-pact-ciabc-urges-phased-duty-cut-on-alcohol/22685320250225>

India-UK Trade Pact: CIABC Urges Phased Duty Cut on Alcohol

By Rediff Money Desk, New Delhi Feb 25, 2025 17:31

Share on:   

CIABC, the alcoholic beverage industry body, urges India to reduce import duty on alcoholic beverages in a phased manner under the proposed India-UK free trade agreement. The body also seeks better market access for Indian products in the UK.

New Delhi, Feb 25 (PTI) Alcoholic beverage industry body CIABC on Tuesday urged the government to consider reducing the import duty in a phased manner under the proposed free trade agreement between India and the UK.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said that the government should ensure better market access for Indian products in the UK.

On February 24, Commerce and Industry Minister Piyush Goyal and UK Secretary of State for Business and Trade Jonathan Reynolds announced resumption of negotiations for the proposed agreement.

"The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," CIABC Director General Anant S lyer said in a statement.

Cut in the duty on Scotch whiskey is a key demand of the UK in the pact.

At present, Scotch whiskey, imported from the UK - both in bottled and bulk - is taxed at around 150 per cent in India.

The body also urged for stringent measures to check and curb dumping of imported spirits and sought better international access for Indian alcoholic products which face several non-tariff restrictions at present.

"Countries should remove non-tariff barriers which prevent a vast majority of Indian products from entering the Western countries including the UK," he said.

The beverage alcohol industry contributes over Rs 3 lakh crores to the exchequers of state governments apart from revenue accruing to the Centre from Customs duty and GST on a host of inputs.

In 2023-24, India's exports of these beverages stood at USD 390 million. It was USD 325 million in 2022-23.

<https://money.rediff.com/news/market/indian-liquor-makers-seek-curb-on-imported-spirits/22285520250215>

Indian Liquor Makers Seek Curb on Imported Spirits

By Rediff Money Desk, New Delhi Feb 15, 2025 16:43

Share on:   

The Confederation of Indian Alcoholic Beverage Companies (CIABC) urged the government to curb dumping of imported spirits and ensure greater market access for Indian products. The body also sought phased import duty cuts and better international access for Indian alcoholic products.

New Delhi, Feb 15 (PTI) Alcoholic beverages makers' body CIABC on Saturday urged the government to impose stringent measures to curb dumping of imported spirits and ensure greater market access for domestic products.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) said the Indian liquor manufacturers are not against reduction in import duty, though they have sought the import duty cuts in a phased manner.

India on February 13 slashed import duty on bourbon whiskey to 100 per cent. It is mainly imported from the US.

The confederation "has urged the government to address the concerns of the Indian companies and ensure a level-playing field in FTA (free trade agreement) negotiations and set in stringent effective measures to check and curb dumping of imported spirits and seeking better international access for Indian alcoholic products which face several non-tariff restrictions at present," it said in a statement.

It has also requested the states to withdraw excise duty concessions given to imported liquor in view of reduction in customs duty.

The government needs to safeguard the interests of Indian liquor manufacturers while deciding on issues related to customs duty cuts and other concessions under FTAs, CIABC Director General Anant S Iyer said.

"Though we have already recommended to the government to cut basic customs duty on spirits over a period of 10 years, we also want the government to ensure better international market access especially the Western countries and safeguard interests of Indian companies against any dumping of products through transfer price mechanism at lower prices specifically for India," Iyer said.

He added non-tariff barriers imposed by other countries prevent a vast majority of Indian products being sold in the Western markets.

"We also want these markets to recognise Indian whiskies at par with other global products," he said, adding the industry needs to be protected as there is always the fear of cheap imports in spirits and wines eroding the domestic industry.

<https://www.devdiscourse.com/article/business/3266154-ciabc-calls-for-stricter-import-measures-to-protect-indian-liquor-industry>

CIABC Calls for Stricter Import Measures to Protect Indian Liquor Industry

CIABC urges the government to implement stricter measures against imported liquor dumping while promoting domestic products. The body seeks phased reduction in import duties, requests withdrawal of excise concessions, and advocates for better international market access to protect Indian manufacturers.

The Confederation of Indian Alcoholic Beverage Companies (CIABC) has called for the government to implement stringent measures to tackle the dumping of imported spirits and to promote greater market access for domestic products. This comes amidst recent reductions in import duty rates on bourbon whiskey.

While CIABC isn't opposed to reduced import duties, they advocate for a phased approach to such cuts. Director General Anant S. Iyer emphasized the need for a fair playing field in free trade agreements (FTAs) and urged the withdrawal of state-level excise duty concessions on imported alcohol.

CIABC highlighted non-tariff barriers in Western countries as a significant hurdle for Indian products, advocating for recognition of Indian whiskies internationally. The industry, contributing over Rs 3 lakh crore in revenue, seeks protection against the threat of cheap imports.

<https://www.abplive.com/business/us-bourbon-tariff-cut-when-the-government-reduced-the-tariff-on-american-whiskey-the-lobby-of-indian-liquor-companies-turned-against-it-2885847>

हिंदी न्यूज़ / बिजनेस / अमेरिकी व्हिस्की पर सरकार ने घटाई टैरिफ...तो खिलाफ हो गई इंडियन शराब कंपनियों की लॉबी, उठाई ये मांग

अमेरिकी व्हिस्की पर सरकार ने घटाई टैरिफ...तो खिलाफ हो गई इंडियन शराब कंपनियों की लॉबी, उठाई ये मांग

Tariff Cut On US Liquor: द कंफेडरेशन ऑफ इंडियन अल्कोहलिक वीवरेज कंपनीज ने राज्य सरकारों से बर्बन व्हिस्की पर राज्यों के स्तर पर दी जा रही कर रियायत को खत्म करने की मांग की है. .

Tariff Cut On US Liquor: अमेरिका की बर्बन व्हिस्की पर टैरिफ घटाने के खिलाफ भारत की शराब लॉबी उतर आई है. इनका दावा है कि टैरिफ घटाने से यह अमेरिकी शराब भारत में डंप किया जाएगा, जो भारत की वाइन इंडस्ट्रीज को बर्बाद कर देगा. द कंफेडरेशन ऑफ इंडियन अल्कोहलिक वीवरेज कंपनीज ने राज्य सरकारों से बर्बन व्हिस्की पर राज्यों के स्तर पर दी जा रही कर रियायत को खत्म करने की मांग की है.

इसे भारत की अल्कोहल इंडस्ट्रीज को बचाने के लिए जरूरी बताया है. संस्था के डायरेक्टर जनरल अनंत एस अय्यर ने भारत सरकार से भी इस दिशा में उचित कदम उठाने की मांग की है. खासकर विदेश में भारत के लिकर की बिक्री का रास्ता साफ करने के लिए प्रयास करने का आग्रह किया है.

करोड़ों डॉलर का हो सकता है नुकसान

भारत सरकार ने बर्बन व्हिस्की पर टैरिफ 150 फीसदी से घटाकर 100 फीसदी कर दी है. साथ ही कई तरह की वाइन पर भी टैक्स कम किया गया है. ताजे अंगूरों से बनी वाइन, वर्माउथ और कुछ दूसरे फरमेंटेड बेवरेजेज पर भी अब इम्पोर्ट ड्यूटी घटाकर 100 फीसदी कर दी गई है.

इसी तरह 80 फीसदी अल्कोहल वाले शुद्ध एथिल अल्कोहल पर भी यही दर लागू होगी. पिछले वित्तीय वर्ष में इन सभी उत्पादों का कुल आयात लगभग एक अरब डॉलर का था. यानी सरकार को इम्पोर्ट ड्यूटी के रूप में करोड़ों डॉलर मिले थे. लेकिन अब सरकार को इससे नुकसान होगा.

अमेरिका के केंटुकी में बनाई जाती है बर्बन व्हिस्की

बर्बन व्हिस्की पर बेसिक कस्टम ड्यूटी 50 फीसदी तय की गई है. इसके अलावा इस पर 50 फीसदी का एग्रीकल्चर सेस भी लगेगा. बर्बन व्हिस्की अमेरिका के केंटुकी राज्य में बनाई जाती है. इसको बनाने में कम से कम 51 फीसदी मक्के का यूज किया जाता है. पिछले साल बर्बन से जुड़ी दो टैरिफ लाइन्स का आयात लगभग 2.6 मिलियन डॉलर था, जबकि अमेरिका से इसका आयात 0.8 मिलियन डॉलर था. आयात शुल्क में यह कटौती गुरुवार को प्रधानमंत्री **नरेंद्र मोदी** और ट्रंप की मुलाकात से कुछ घंटे पहले नोटिफाई की गई. इस मीटिंग में सबसे ज्यादा चर्चा टैरिफ पर ही हुई.

<https://www.indiatv.in/paisa/business/what-will-be-the-loss-to-indian-liquor-manufacturers-due-to-cheap-foreign-whisky-2025-02-15-1113542>

Hindi News > पैसा > बिज़नेस > विदेशी व्हिस्की सस्ती होने से भारतीय शराब मैन्यूफैक्चरर्स को क्या होगा नुकसान? जानिए CIABC ने क्या कहा

विदेशी व्हिस्की सस्ती होने से भारतीय शराब मैन्यूफैक्चरर्स को क्या होगा नुकसान? जानिए CIABC ने क्या कहा

अनंत एस अय्यर ने कहा कि सरकार को एफटीए के तहत सीमा शुल्क में कटौती और अन्य रियायतों से संबंधित मुद्दों पर निर्णय लेते समय भारतीय शराब विनिर्माताओं के हितों की रक्षा करनी होगी।

मादक पेय पदार्थ विनिर्माताओं के संगठन सीआईएबीसी (CIABC) ने शनिवार को सरकार से आयातित स्पिरिट की डंपिंग पर अंकुश लगाने की मांग की है। साथ ही घरेलू उत्पादों के लिए अधिक बाजार पहुंच सुनिश्चित करने हेतु कड़े कदम उठाने का आग्रह किया। भारतीय अल्कोहल पेय कंपनियों के परिसंघ ने कहा कि भारतीय शराब विनिर्माता आयात शुल्क में कटौती के खिलाफ नहीं हैं, हालांकि उन्होंने चरणबद्ध तरीके से आयात शुल्क में कटौती की मांग की है। भारत ने 13 फरवरी को बॉर्बन व्हिस्की पर आयात शुल्क घटाकर 50 प्रतिशत कर दिया था।

अमेरिका से इंपोर्ट होती है बॉर्बन व्हिस्की

बॉर्बन व्हिस्की मुख्य रूप से अमेरिका से आयात की जाती है। परिसंघ ने एक बयान में कहा, “सरकार से भारतीय कंपनियों की चिंताओं का समाधान करने और एफटीए (मुक्त व्यापार समझौता) वार्ता में समान अवसर सुनिश्चित करने तथा आयातित स्पिरिट की डंपिंग को रोकने के लिए कड़े और प्रभावी उपाय करने का आग्रह किया है। साथ ही भारतीय अल्कोहल उत्पादों के लिए बेहतर अंतरराष्ट्रीय पहुंच की मांग की है, जिन पर वर्तमान में कई गैर-शुल्क प्रतिबंध हैं।” इसने राज्यों से सीमा शुल्क में कटौती के मद्देनजर आयातित शराब पर दी गई उत्पाद शुल्क रियायतें वापस लेने का भी अनुरोध किया है।

भारतीय शराब मैन्यूफैक्चरर्स के हितों की हो रक्षा

सीआईएबीसी के महानिदेशक अनंत एस अय्यर ने कहा कि सरकार को एफटीए के तहत सीमा शुल्क में कटौती और अन्य रियायतों से संबंधित मुद्दों पर निर्णय लेते समय भारतीय शराब विनिर्माताओं के हितों की रक्षा करनी होगी। उन्होंने कहा कि अन्य देशों द्वारा लगाए गए गैर-शुल्क अवरोधों के कारण अधिकांश भारतीय उत्पाद पश्चिमी बाजारों में नहीं बिक पाते। “हम यह भी चाहते हैं कि ये बाजार भारतीय व्हिस्की को अन्य वैश्विक उत्पादों के समान मान्यता दें।”



<https://www.money9live.com/business/india-has-reduced-the-custom-duty-on-bourbon-whiskey-the-indian-alcohol-industry-is-protesting-against-this-article-27881.html>

ट्रंप टैरिफ का दिख रहा भारत पर असर, प्रीमियम व्हिस्की पर कस्टम ड्यूटी घटाने को लेकर लिंकर इंडस्ट्री में बवाल

हाल ही में प्रधानमंत्री नरेंद्र मोदी अमेरिका की यात्रा पर थे. उनकी यात्रा से पहले भारत ने बॉर्बन व्हिस्की पर सीमा शुल्क 150 फीसदी से घटाकर 100 फीसदी कर दिया. हालांकि, इस फैसले से भारतीय अल्कोहल इंडस्ट्री नाखुश नजर आ रही है और सरकार से इसे वापस लेने की मांग कर रही है. साथ ही, इसे चरणबद्ध तरीके से लागू करने का अनुरोध किया है.

डोनाल्ड ट्रंप की टैरिफ नीति का असर दुनिया के कई देशों पर दिखना शुरू हो गया है. हाल ही में प्रधानमंत्री नरेंद्र मोदी अमेरिका की यात्रा पर थे. इस दौरान ट्रंप ने रेसिप्रोकल टैरिफ का जिक्र किया था. ट्रंप का कहना था कि जो देश अमेरिका पर जितना टैरिफ लगाएगा, अमेरिका भी उतना ही टैक्स उनके ऊपर लगाएगा. पीएम मोदी की अमेरिकी यात्रा से पहले भारत ने बॉर्बन व्हिस्की पर कस्टम ड्यूटी घटा दी थी. इस फैसले को अमेरिकी राष्ट्रपति डोनाल्ड ट्रंप को खुश करने के नजरिए से देखा जा रहा था. हालांकि अब इसका विरोध हो रहा है और भारतीय अल्कोहल इंडस्ट्री इसे वापस लेने की मांग कर रही है.

क्या हो रहा विरोध

सरकार ने बॉर्बन व्हिस्की पर सीमा शुल्क 150 फीसदी से घटाकर 100 फीसदी किए जाने के बाद भारतीय शराब इंडस्ट्री ने सरकार से इम्पोर्टेड शराब पर दी जाने वाली सभी एक्साइज छूट को वापस लेने की मांग की है. उनका कहना है कि सीमा शुल्क में कटौती से भारत की स्पिरिट और वाइन प्रोडक्ट्स को नुकसान होगा.

कन्फेडरेशन ऑफ इंडियन अल्कोहलिक बेवरेज कंपनीज (CIABC) ने सरकार से इम्पोर्टेड शराब के डंपिंग को रोकने के लिए सख्त कदम उठाने और भारतीय शराब प्रोडक्ट्स के लिए अंतरराष्ट्रीय बाजार में बेहतर पहुंच सुनिश्चित करने का आग्रह किया है.

क्या है भारतीय उद्योग की मांग

CIABC के महानिदेशक अनंत एस. अय्यर ने कहा, "सरकार को सीमा शुल्क में कटौती और एफटीए के तहत अन्य छूट से संबंधित मुद्दों पर निर्णय लेते समय भारतीय शराब निर्माताओं के हितों की रक्षा करनी चाहिए. हमने राज्य सरकारों से इम्पोर्टेड शराब पर दी जाने वाली सभी एक्साइज छूट वापस लेने का अनुरोध किया है, क्योंकि सीमा शुल्क में कटौती से भारतीय स्पिरिट और वाइन प्रोडक्टों को और नुकसान होगा.

यह भारतीय कंपनियों के लिए दोहरी मार होगी." अय्यर ने यह भी कहा कि भारतीय शराब निर्माता इम्पोर्ट ड्यूटी में कटौती का विरोध नहीं कर रहे हैं, हालांकि उन्होंने अनुरोध किया है कि इसे 10 साल की अवधि में चरणबद्ध तरीके से लागू किया जाए.

घरेलू इंडस्ट्री को नुकसान

अय्यर ने चेतावनी दी कि सस्ते इम्पोर्ट के कारण स्पिरिट और वाइन सेक्टर की घरेलू इंडस्ट्री को खतरा है, जिसने वर्षों से मजबूत प्रीमियम प्रोडक्ट्स के निर्माण में मेहनत की है. अय्यर ने बताया कि अल्कोहल इंडस्ट्री राज्य सरकारों को 3 लाख करोड़ रुपये से अधिक का रेवेन्यू प्रदान करती है, इसके अलावा केंद्र सरकार को सीमा शुल्क और जीएसटी से भी आय होती है. यह इंडस्ट्री रोजगार और एग्रीकल्चर प्रोडक्शन को भी समर्थन देती है.