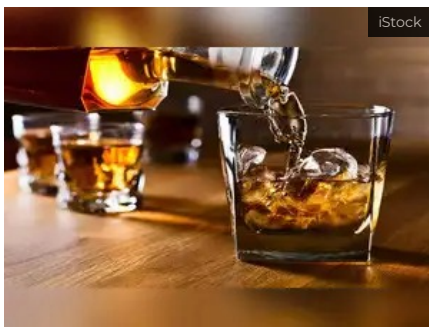


Whisky Business: Indian alcohol industry flags non-tariff barriers in UK market

ET Online • Last Updated: Jul 26, 2025, 11:13:00 AM IST

Synopsis

Indian alcoholic beverage companies claim unequal access to the UK market. They cite technical norms as barriers for Indian-Made Foreign Liquor. These norms include maturation periods and ingredient standards. The Confederation of Indian Alcoholic Beverage Companies urges government intervention. They seek a level playing field with the UK. The group also proposes a minimum import price for Scotch.



Representative Image

Scotch and British gin producers may have secured lower import duties in India, but Indian alcoholic beverage makers allege an uneven playing field when exporting to the UK, *The Times of India* has reported.

Domestic liquor firms claim that [non-tariff barriers](#) in the UK and EU restrict access for Indian-Made Foreign Liquor (IMFL) products. These barriers, they say, revolve around technical norms like maturation period and ingredients, which are not aligned with Indian production conditions.

Explore courses from Top Institutes in

Operations Management ▼



IIM LUCKNOW
IIML Executive Programme in
Strategic Operations
Management & Supply Chain
Analytics

Starts on Jan 27, 2024

[Get Details](#)

“The UK and even the European Union do not allow fair imports of most Indian-Made Foreign Liquor (IMFL) products due to non-tariff barriers related to maturation and ingredients. We only wish that the Indian govt had stood firm on the issue of non-tariff barriers,” said Anant S Iyer, director general of the Confederation of Indian Alcoholic Beverage Companies ([CIABC](#)), told *TOI*.

Powered By **VDO.AI**

namecheap

[Learn more](#)

Step towards informed investing.

Subscribe to **ETPrime** at only ₹4 per day.
[Avail Offer](#)

YOU MAY LIKE

SPONSORED LINKS BY TABOOLA



U
ir
“I

sp
This will be a ^{Enence 2.0}poor invention to the better speak 68 languages with not only the ideal features but also impact the quality of the product,” he said.

He further added that Indian companies are unable to market their products as whisky in the UK, forcing them to label it as 'Indian spirits' instead. “We would like to label our products as Indian Whisky or Indian Rum/Brandy and sell the same in the UK/EU and allow the market and consumer to decide.”

CIABC has urged the Indian government to raise this “discrimination” with UK authorities and push for a level playing field. The lobby group has also proposed a [minimum import price](#) (MIP) for Bottled-in-Origin (BIO) liquor from Scotland to prevent Scotch imports from undercutting domestic brands.

(With inputs from TOI)

YOU MAY LIKE

SPONSORED LINKS BY TABOOLA

American Investor Warren Buffett Recommends: 5 Books For Turning Your Life...

Known as the "Oracle of Omaha", Warren Buffett shares the five books he thinks will change your life.

Blinkist: Warren Buffett's Reading List

5 Books Warren Buffett Wants You To Read in 2025

These recommendations should be on your night stand.

Blinkist: Warren Buffett's Reading List

Play this game for 3 minutes, if you own a mouse

No Installation. Play for free.

planetcapture.io

Play this game for 1 minute and see why everyone is crazy about it

No Installation. Play for free.
planetcapture.io

An engineer reveals: One simple trick to get internet without a subscription

Techno Mag

[Learn More](#)

TV providers are furious: this gadget gives you access to all channels

Techno Mag

[Learn More](#)

Remember Susan Boyle? You Better Sit Down Before You See Her Now

Refinance Gold

Do you have a mouse?

Play this game for 1 minute and see why everyone is crazy about it. Play for free.

Desert Order

Susan Boyle is So Skinny Now and Looks Gorgeous

PalGame

[Read More](#)

(You can now subscribe to our [Economic Times WhatsApp channel](#))

Lessons from the Grandmasters

