

Drinkable

NATIONAL VOICE OF INDIA'S BEVERAGE INDUSTRY

**POWERING
POSSIBILITIES.
REFRESHING
TOMORROW.**

Innovation. Sustainability.
Nutrition. Growth.
Together, shaping the future
of beverages in India.



INDUSTRY OUTLOOK



SUSTAINABLE FUTURE



INNOVATION & NUTRITION



GLOBAL OPPORTUNITIES



COLLABORATION
FOR GROWTH



STRENGTHENING
THE ECOSYSTEM



RESPONSIBLE TODAY.
SUSTAINABLE TOMORROW

**Stronger Together.
Beverages for a Better India.**



Dr. Gunveena Chadha

Secretary General
Indian Beverage Association

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Together, we can build a future where India's beverage industry thrives responsibly, innovates continuously, and contributes meaningfully to a stronger, healthier, and more sustainable nation.

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Message from the Secretary General

Dear members,

I am happy to introduce this monthly newsletter to you, which captures not only the industry activities but also outlines the challenges faced by the Indian non-alcoholic beverage companies, along with deliberations to find solutions. This edition brings together major areas that need our immediate and sustained attention - environmental responsibility, regulatory evolution, and global geopolitical uncertainty.

Going beyond filing of reports, sustainability is fast becoming the operating principle for our entire value chain. We plan to showcase how member companies are reimagining packaging, water stewardship, and energy use for a cleaner footprint. The shift towards a circular economy is not just good for the globe — it is increasingly what consumers, investors, and regulators expect of us, and IBA is committed to this.

Closely tied to this is the ongoing conversation around Deposit Refund Schemes (DRS). As several states explore frameworks to improve plastic and aluminium can collection rates, our industry has both challenges and opportunities at hand. No discussion of compliance is complete without addressing FSSAI's evolving regulatory landscape. From labelling norms to additive permissions and packaging standards, the pace of regulatory change has picked up considerably.

Lastly, the West Asia crisis and its ripple effects on the supply chain are negatively impacting the industry, with a significant share of aluminium cans and rPET inputs, linked to international trade routes passing through the region. Our industry needs to collectively deal with environmental commitments, regulatory frameworks, and global events as they are now deeply interconnected. Navigating them well requires the kind of collective insight and dialogue this newsletter aims to foster.

As always, we welcome your feedback, contributions, and ideas for future editions.

Happy reading!

Gunveena



From the Leadership



Mr. C.K. Jaipuria
President
Indian Beverage Association

Over the past few years, with increasing climate change issues, countries around the world have become very conscious of their responsibilities towards a cleaner and sustainable environment. 'Net Zero' is the buzz word.

In India the Government as well as the private sector is doing a lot towards waste management in line with the SDG goals

Reduce, Reuse, Recycle, and Recovery are the 4 mantras of a successful waste management system and one that leads to circular economy.

Together, we must continue to strengthen our collective voice, foster innovation, and drive sustainable growth for the non-alcoholic beverage industry in India and beyond.

The Indian beverage sector is transitioning to a circular economy by heavily investing in Extended Producer Responsibility (EPR) frameworks, bottle-to-bottle plastic recycling, water neutrality initiatives, and energy-efficient manufacturing. Brands are rapidly phasing out single-use plastics in favour of 100% recyclable materials and also started using recycled PET in manufacturing.

The Government is doing its best to ensure waste collection. Why is it then that we still see so much waste littered all around? There is one big reason- Consumer behaviour.

Clean and sustainable environment is a responsibility of not only the Government and the Industry but equally of the consumers. The day we have a successful PPP between Industry, Government and Consumers, our country will become a model for rest of the World.



Mr. S.R. Goenka
Vice President
Indian Beverage Association

Advancing a Sustainable & Future-Ready Beverage Ecosystem

Creating a cleaner and more sustainable environment requires effective waste management systems, stronger recycling ecosystems, greater consumer awareness, and continued collaboration between policymakers and industry.

Secretary General, Indian Beverage Association (IBA) - Dr. Gunveena Chadha, along with IBA member companies and PACE, met the Hon'ble Minister for Industries, Food & Supplies, Environment, Forest & Wild Life, Government of NCT of Delhi, Shri Manjinder Singh Sirsa, to discuss pathways towards a cleaner and more sustainable future for Delhi.



Sustainability at the Centre of Industry Dialogue

Sustainability is becoming a defining priority for the beverage sector. IBA continues to facilitate discussions around waste management, recycling, resource conservation and circular economy practices — encouraging collaboration across the value chain to build scalable solutions.



The Indian Beverage Association's Roundtable Discussion on Clean & Sustainable Environment brought together policymakers, industry leaders and experts to exchange ideas and explore practical solutions that can drive lasting environmental impact.

Building Bridges Across Industry, Academia & Policy



Strengthening Knowledge & Collaboration

IBA continues to create meaningful platforms for engagement with institutions, technical bodies and stakeholders to encourage knowledge sharing, innovation and capability building within the beverage ecosystem.

Convening Conversations That Matter

Through roundtables and stakeholder interactions, IBA brings together industry voices, experts and policymakers to discuss challenges, opportunities and pathways towards a more resilient and sustainable sector.

Leadership & Industry Voices

Industry leaders and member organisations continue contributing to important conversations shaping the sector – reinforcing the collective strength of the beverage ecosystem.

Looking Ahead

IBA remains committed to enabling dialogue, fostering collaboration and supporting initiatives that contribute towards a responsible, innovative and future-ready beverage industry.



Strengthening Industry-Academia Collaboration for a Future-Ready Beverage Sector



IBA Leadership Engagement CIPET-CSTS, Bhopal

Building bridges between technical institutions, innovation ecosystems and the beverage industry to support knowledge exchange, capability development and sustainable growth.

Advancing Knowledge & Technical Collaboration

The Secretary General, Indian Beverage Association, Dr. Gunveena Chadha, visited the Central Institute of Petrochemical Engineering & Technology (CIPET) – Centre for Skilling & Technical Support (CSTS), Bhopal, to explore opportunities for collaboration and future engagement.

The interaction with Mr. Sandeep Dixit and the Cipet Team focused on identifying potential areas of partnership, knowledge sharing and strengthening industryinstitution connect.

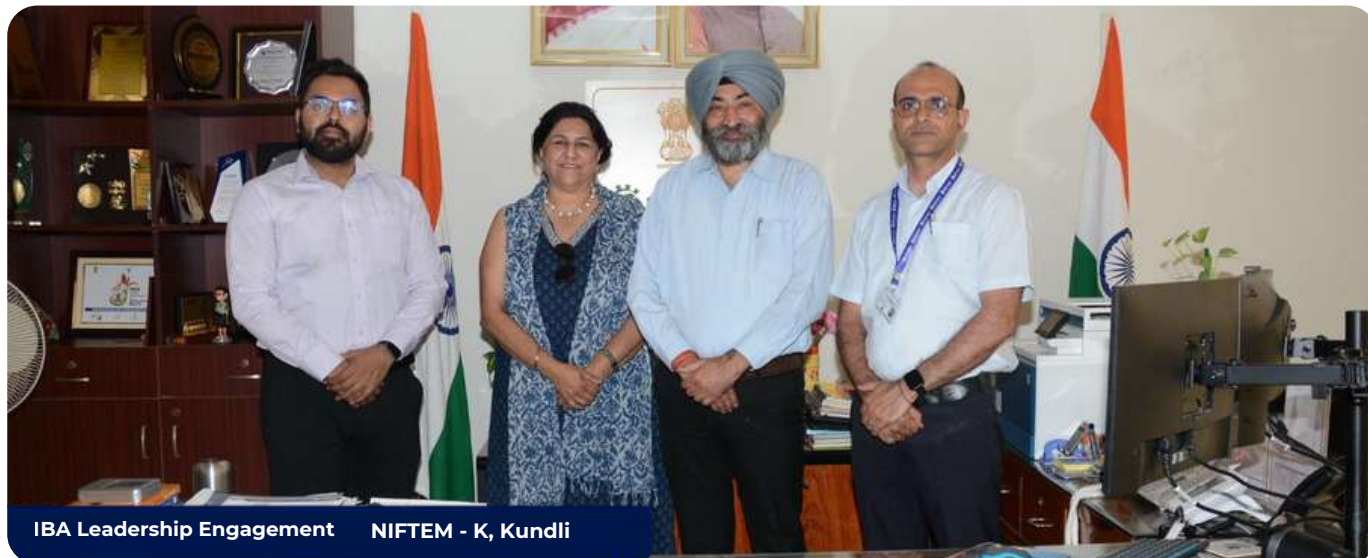


Supporting Innovation Across the Value Chain

Collaborations with technical institutions play a key role in enabling innovation, improving industry capabilities and creating stronger foundations for the future growth of India's beverage ecosystem.

Collaboration between industry and technical institutions is essential to building knowledge-driven, innovative and sustainable ecosystems.

Building Stronger Partnerships for Innovation and Growth in the Beverage Sector



Dr. Gunveena Chadha, Secretary General, IBA, along with Mr. Mohit Chaudhary, Director-Technical, IBA, met with Dr. Harinder Oberoi, Director and Dr. Vinkel Kumar Arora, Professor, National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K).

The meeting focused on exploring synergies and opportunities for collaboration between IBA and NIFTEM-K to address key industry challenges, strengthen scientific and technical support, and foster innovation for the beverage sector.

We look forward to working together to support evidence-based solutions and contribute to the growth and advancement of the beverage industry.



KEY AREAS OF COLLABORATION:

- Scientific and Technical Support
- Innovation and Product Development
- Knowledge Sharing and Research
- Capacity Building and Skill Development
- Industry-Academia Synergy

Hon'ble Chief Minister of Madhya Pradesh Dr. Mohan Yadav Inaugurates State-of-the-Art PepsiCo Flavour Manufacturing Facility



June 30th: PepsiCo India inaugurated its state-of-the-art flavour manufacturing facility in Ujjain, Madhya Pradesh, further strengthening its 'Partnership of Progress' in the country.

With an investment of INR 1,266 crore, among its largest manufacturing investments in the country, the facility is expected to serve as a catalyst for industrial development, job creation, and ancillary business growth across central India.

KEY FEATURES:

- Second flavour manufacturing plant in India, ninth globally
- Strengthening PepsiCo's 'Partnership of Progress' in the country, underlining its 'In India, For India' philosophy
- New plant to boost local manufacturing, create jobs and accelerate growth of ancillary industries and MSMEs in Madhya Pradesh

Widespread **MEDIA COVERAGE** across leading news, business and digital platforms.

IBA HIGHLIGHTS BEVERAGE INDUSTRY'S GROWING ROLE IN WASTE MANAGEMENT & RECYCLING



50
PLATFORMS
COVERED



342.7M
HIGHEST
REACH



10.44M
DAILY
HUNT



5.57M
THE
TRIBUNE



5.49M
ANI
NEWS



3.50M
THE
WIRE

The Indian Beverage Association (IBA) received widespread media coverage for highlighting the beverage industry's growing leadership in advancing India's circular economy and sustainable waste management agenda.

Featuring insights from IBA President C.K. Jaipuria, the reports underscored the industry's efforts to reduce virgin plastic consumption, formalise the waste collection ecosystem through partnerships with Producer Responsibility Organisations (PROs), leverage technology for end-to-end traceability of post-consumer plastic, and accelerate the transition towards a true bottle-to-bottle recycling ecosystem.

Media Spotlight

PTIPRNEWS

IBA Highlights Beverage Industry's Growing Role in Waste Management and Recycling



PTI
17/Jun/2026 • 5 min read



New Delhi, Delhi, India (NewsVoir) Moving fast towards becoming a USD 40 billion market by 2030, Indian non-alcoholic beverage industry has taken up the responsibility of ensuring effective waste management as its core operational strategy and is championing the need and necessity of sustainable business by not only meeting the compliance requirements set by the government agencies but by going beyond and planning for the future.



C.K. Jaipuria, President, Indian Beverage Association (IBA)

IBA Highlights Beverage Industry's Growing Role in Waste Management and Recycling

ANI | Updated: Jun 18, 2026 16:59 IST

NewsVoir

New Delhi [India], June 17: Moving fast towards becoming a USD 40 billion market by 2030, Indian non-alcoholic beverage industry has taken up the responsibility of ensuring effective waste management as its core operational strategy and is championing the need and necessity of sustainable business by not only meeting the compliance requirements set by the government agencies but by going beyond and planning for the future.