

Drinkable

NATIONAL VOICE OF INDIA'S BEVERAGE INDUSTRY

SCIENCE. FACTS. BETTER CHOICES.

BUILDING A **STRONGER,**
HEALTHIER & SUSTAINABLE
BEVERAGE FUTURE FOR
INDIA.

FEATURES



SIP THE TRUTH
CAMPAIGN LAUNCH



BEVERAGE FACTS SERIES
MYTHS VS. FACTS



**UNDERSTANDING
ENERGY DRINKS**
WHAT SCIENCE SAYS



**HOW HEALTHY ARE
FRUIT JUICES**
SEPARATING FACT
FROM FICTION

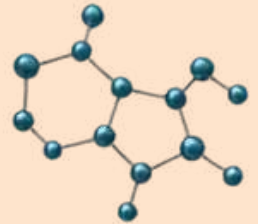


**INDUSTRY
RECOMMENDATIONS**
POLICY SUPPORT FOR READY
TO DRINK BEVERAGES

NUTRITION
Goodness that fuels
everyday well-being.



SCIENCE
Understanding
what's real.



INFORMATION
Knowledge
you can trust.



EVIDENCE
NOT ASSUMPTIONS

CHOICES
Informed today,
better tomorrow.



SUSTAINABILITY
Responsible actions
for a better planet.



COLLABORATION
Partnerships
that drive progress.

INSIDE >>

50 YEARS OF MAAZA
MANGO IN A BOTTLE

PRIORITISING
ESG

INDUSTRY
MEETINGS



Dr. Gunveena Chadha

Secretary General
Indian Beverage Association

“

As the market matures with innovative products, its future and sustainable growth rely heavily on the trust built through safety, transparency, and a robust regulatory environment.

”



Message from the Secretary General

Dear members,

As we prepare to continue and extend our sustainable growth paradigm, it is important to understand that the processed beverage industry in India is currently valued at roughly USD 17 billion and is rapidly expanding, with expectations to exceed USD 24 billion by 2027.

A business segment of this scale – one that has seen phenomenal growth driven by rapid urbanization, a young demographic with evolving lifestyles, and rising health consciousness across the country – is bound to attract the attention of policymakers. This is specially true given that the key sub-segments within this vibrant market include a wide range of products: carbonated soft drinks (CSD), bottled water, fruit juices, and traditional Indian drinks, alongside the fast-emerging category of functional caffeinated beverages.

IBA is working with the government and regulators to ensure this is achieved through consultation and deliberation. Making consumers aware of the right facts so they can make better choices is an equally important aspect, and I am happy to share the efforts we are making through social media posts, some of which are covered in this edition of Drinkable as well.

We believe informed consumers make better choices. IBA aims to share evidence-based information that encourages balanced, fact-driven conversations around beverages. Better awareness, after all, begins with better information. We will expand and accelerate this endeavour going forward to reach all stakeholders.

In conclusion, I must reiterate that IBA member companies are committed to complying with all applicable regulatory requirements in India. Consumer safety, product quality, and transparency remain top priorities for our members. The Association and its members regularly engage constructively with regulators to support science-based policy, strengthen consumer awareness, and promote responsible industry practices. And we will keep doing this.

Gunveena



Mr. Mohit Choudhary

Director - Technical
Indian Beverage Association

“

The non-alcoholic beverage industry remains committed to working with policymakers, recyclers, and consumers. With coherent regulation and continued innovation, India can lead the way in sustainable resource management, balancing environmental goals with economic growth.

”



From the Secretariat

ONE NATION, ONE FRAMEWORK: ADVANCING CIRCULAR PACKAGING IN INDIA

Dear members,
India has steadily strengthened its plastic waste management ecosystem through progressive regulations and industry collaboration. The non-alcoholic beverage sector has played a proactive role in investing in sustainable packaging, recycling infrastructure, and consumer awareness to support the country's transition to a circular economy.

The Plastic Waste Management Rules, 2016 and the Extended Producer Responsibility (EPR) Guidelines provide a national framework for collection and recycling. Under this framework, Producers, Importers, and Brand Owners (PIBOs) must meet rising targets, supported by a centralised digital monitoring system. Industry has responded with investments in reverse logistics, partnerships with Producer Responsibility Organisations (PROs), and increased use of recycled PET (rPET).

The DRS Debate

As India explores additional measures, some States like Goa, Himachal Pradesh, Uttarakhand and Delhi have proposed Deposit Refund Schemes (DRS) for beverage and FMCG packaging. A DRS is typically notified to regulate the collection and deposit of non-biodegradable waste, such as packaging. It sets obligations for all stakeholders, including manufacturers, distributors, retailers and consumers.

While the intent – to boost collection and reduce littering – is clear, the practical challenges are significant.

One of the primary challenges is that beverage supply chains are national, not restricted to a single State, which allows products to move seamlessly across State borders. However, if each State sets different deposit values, reporting formats, or collection mechanisms, businesses face duplication and inefficiency. Aligning DRS with the existing Central EPR framework would ensure clarity, consistency, and smoother implementation. Looking ahead, collaboration is key: Industry and Government can make combined efforts to strengthen India's plastic circularity ecosystem.

A harmonised approach, where Central and State policies complement each other, can attract more investment in recycling, improve compliance efficiency, and recover valuable materials at scale.

UNDERSTANDING ENERGY DRINKS

Separating MYTH from FACT



MYTH: Energy drinks have **too much caffeine.**

FACT: A standard 250 ml serving of an energy drink contains approximately **75 MG CAFFEINE** comparable to an average cup of coffee.

WHAT CAFFEINE CAN SUPPORT*



Alertness



Concentration



Mental Performance

*When consumed responsibly.



**Informed consumers make better choices.
Better choices begin with credible information.**



THE PROCESSED BEVERAGE INDUSTRY IN INDIA IS A RAPIDLY EXPANDING SECTOR DRIVEN BY:



Rising Income



Urbanisation



Young Demographics



Rising Health Consciousness



INDUSTRY SNAPSHOT

**USD 17
BILLION**

Current industry value

PROJECTED TO EXCEED

**USD 24
BILLION**

by 2027

ABOUT BEVERAGE FACTS

Beverage Facts is an ongoing initiative by the Indian Beverage Association that promotes evidence-based understanding of beverage categories through science, regulatory context and credible information.

INFORMED CONSUMERS

Make better choices



At IBA, we aim to share **evidence-based information** that encourages balanced, **fact-driven conversations** around beverages.



We believe **better awareness** begins with **better information.**



EVIDENCE

Building knowledge on what matters.



SAFETY

Rooted in science, guided by standards.



TRANSPARENCY

Clear information, open conversations.



BALANCE

Choices that fit your lifestyle.



WHY IT MATTERS

Facts make conversations stronger, misinformation weaker.

When consumers have access to credible information, they can make choices that are right for them.



OUR COMMITMENT

At IBA, we remain committed to sharing credible, science-backed information that supports well-informed decisions and promotes a healthier, more mindful future.



Evidence.
Not Assumptions.

SIP THE TRUTH

IBA AT NCRBC 2026

Advancing ESG-led Transformation for Viksit Bharat



Dr. Gunveena Chadha, Secretary General, IBA, participated as a Speaker at the 4th National Conference on Responsible Business Conduct 2026, organised by the Indian Institute of Corporate Affairs (IICA), Ministry of Corporate Affairs. A Member of the Advisory Committee for the Indian Institute of Corporate Affairs (IICA), for the Food & Beverage Sector, she highlighted that building a sustainable and responsible beverage industry requires collaboration, credible guidance and a shared commitment to long-term impact for Viksit Bharat.

KEY TAKEAWAYS FROM THE DISCUSSIONS

PRIORITIZING KEY ESG ISSUES

Focus on responsible water stewardship, sustainable packaging, resilient & ethical supply chains, and workforce well-being to shape practical, creative and future-ready supply chains specific to NCRBC Guidance.

STRENGTHENING INDUSTRY-WIDE ADOPTION

IBA to lead awareness, promote peer learning, support ESG disclosures and build capacity – specially for SMEs as sustainability expectations evolve.

IBA SHARES INDUSTRY RECOMMENDATIONS AT MOFPI STAKEHOLDER CONSULTATION

Advancing policy support for ready-to-drink beverages under PLI-FPI 2.0



The Indian Beverage Association (IBA) participated in the Stakeholder Consultation on “**Schematic Interventions Required in the Food Processing Sector**”, hosted by the **Ministry of Food Processing Industries (MoFPI)**. The session brought together key industry representatives to discuss policy measures that can accelerate growth, foster investment, and strengthen India’s food processing ecosystem.

IBA PRESENTS INDUSTRY RECOMMENDATIONS

Mr. Sandip Samaddar, Director & Head - Public Policy & Gov. Affairs, PepsiCo India, presented industry recommendations to recognize Ready-to-Drink (RTD) Beverages as a distinct eligible manufacturing category under PLI-FPI 2.0, covering:

- Fruit juices & concentrates
- Sports & caffeinated drinks
- Carbonated soft drinks

STRONG INDUSTRY REPRESENTATION

IBA members and key stakeholders participated in the consultation, including:

- ITC
- RELIANCE CONSUMERS
- TATA CONSUMERS
- DABUR
- PARLE AGRO
- COCA COLA
- PEPSICO

BUILDING A STRONGER FOOD PROCESSING ECOSYSTEM

IBA appreciates MoFPI’s continued engagement with industry stakeholders and remains committed to working together on policy initiatives that:

- Strengthen India’s food processing sector
- Drive investment & innovation
- Enhance manufacturing growth & competitiveness



Collaborative dialogue between industry and government is key to building a future-ready, competitive and sustainable food processing ecosystem for India.



CELEBRATING 50 YEARS OF MANGO IN A BOTTLE



A milestone celebrating India's mango heritage, farming communities and a homegrown fruit-based beverage.



50 YEARS. ONE ICONIC MANGO STORY.

On National Mango Day, Coca-Cola India released a Special Cover in collaboration with the Department of Posts, Government of India to celebrate 50 years of Maaza, the country's homegrown fruit-based mango drink. The cover was released by Sri Chirag Paswan, Hon'ble Union Minister of Food Processing Industries, along with Col. Akhilesh Kumar Pandey, Chief Postmaster General, Delhi Circle, in the presence of industry partners and stakeholders.

FROM INDIA'S ORCHARDS TO ITS HOUSEHOLDS

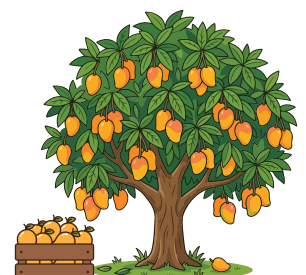
The Special Cover, titled "**Celebrating 50 Years of Mango in a Bottle**" captures Maaza's five-decade journey from India's orchards to its households and stands as a tribute to the farming communities behind it.



BEYOND THE BOTTLE



The celebration also felicitated mango farmers associated with **Project Unnat**, Anandana's flagship agriculture initiative, which supports farmers in improving production and quality through modern cultivation practices.





Introducing **COCONUT COLA**

**Cola
Taste,
Coconut
Base.**



0 Added Sugar

0 Caffeine

9 kcal * Only

**Refreshingly
Simple**



Creative Visualisation

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