

Drinkable

NATIONAL VOICE OF INDIA'S BEVERAGE INDUSTRY



BUILDING A
HEALTHIER INDIA



BEVERAGES
& WELLNESS



SUSTAINABLE
CHOICES



COLLABORATION
IN ACTION



POLICY, SCIENCE
& EVIDENCE



INNOVATION
FOR IMPACT



Dr. Gunveena Chadha

Secretary General
Indian Beverage Association

“

Wellness is not a destination;
it is a journey —
built habit by
habit, choice by
choice,
sip by sip.

”



Message from the Secretary General

Dear members,

Our choices in life — what we eat, what we drink, and how we care for our bodies — are all rooted in the information available to us. In today's world, crowded with rapid headlines, half-truths, and viral opinions, trustworthy information can be surprisingly hard to find. This is precisely why the Indian Beverage Association chose to anchor its public conversation around a simple, vital idea: Sip The Truth.

The campaign was designed as an invitation — to pause, to ask questions, and to make food and beverage choices based on facts rather than assumptions. Whether through our series on the rigorous safety and quality standards that govern packaged drinking water from source to bottle, or our reminder that access to clean drinking water is a collective priority, our message remains constant: informed choices are healthier choices.

Health, after all, is rarely about extremes. It is about balance — knowing when to indulge, when to hydrate, when to read a label, and when to trust a proven standard.

The core message of Sip The Truth is clear: it is not a set of restrictions, but a foundation of reliable, verified information that empowers you to make your own balanced decisions.

This edition of Drinkable carries that spirit forward. Over the past month, we have had the privilege of bringing these conversations to life through voices like Mansi Oberoi and Lakshay Lamba, who helped us connect with audiences in a manner that is honest, relatable, and refreshingly free of jargon.

As we look ahead, our commitment remains unchanged: to keep the dialogue transparent, to make facts easily accessible, and to continue working with our members so that every product on the shelf reflects the standards we advocate for publicly. We hope this newsletter helps make your daily choices just a little more informed.

Here's to healthier decisions, and to the truth behind every sip.

Gunveena

A STRONGER FRAMEWORK FOR READY-TO-DRINK BEVERAGES.

IBA takes industry recommendations to the Ministry of Food Processing.



A COLLABORATIVE STEP FORWARD.

IBA represented the interests of India's non-alcoholic beverage industry in a constructive meeting with Shri Chirag Paswan, Hon'ble Union Minister of Food Processing Industries.

The discussion focused on key industry challenges, sustainable growth, investment, innovation, and job creation—referring the sector's commitment to building a robust and future-ready ecosystem.

IBA continues to work with global partners to shape policies that enable growth, innovation and long-term value for a stronger, future-ready beverage industry of India.

KEY CATEGORIES



FRUIT JUICES & CONCENTRATES



CAFFEINATED/ SPORT DRINKS



CARBONATED SOFT DRINKS

“ Recognise Ready-to-Drink beverages as a distinct eligible manufacturing category under PILI-FPI 2.0. ”

EXPECTED OUTCOMES



INVESTMENT

Attracting capital and expanding capacities.



INNOVATION

Encouraging innovation in product and technology



BUSINESS

Strengthening the export potential.

FROM FARM TO FUTURE

Food processing connects agriculture, innovation, nutrition and sustainable growth.

Building a stronger, smarter and more sustainable food ecosystem for a healthier India.



80TH INDEPENDENCE DAY

**Har Ghar
Tiranga**
Celebrating the Spirit of Unity & Diversity

CELEBRATING THE FREEDOM TO KNOW

SUGAR
CAUSES
DISEASE?

CHEMICALS
IN YOUR DRINK?

ALL PACKAGED
DRINKS ARE
UNHEALTHY

MYTH

RUMOUR

NOT SAFE
FAKE NEWS

NO PROOF

VIRAL
CLAIMS

Facts over assumptions.
Knowledge over noise.
Balance over extremes.

On Independence Day, IBA chose to celebrate freedom not only as a national ideal, but as the confidence that comes from being informed.

What to look for:

- Check the label
- Understand ingredients

NUTRITION INFORMATION

Energy	45 kJ
Total Sugars	11.2 g
Protein	10.6 g
Sodium	4 mg
Total Fat	6.6 g

*Approximate values

SIP THE TRUTH

WITH MANSI OBEROI

- Radio Presenter
- Wellness Voice
- Content Creator

INFORMED
CHOICES

HYDRATION

EVIDENCE

BALANCE

Every Sip Has A Story.
The Truth Starts Here.

Real facts.
Real conversations.
Better awareness.
Informed choices.



EVIDENCE-BASED
CONVERSATIONS



PUBLIC AWARENESS
FOR BETTER HEALTH



DIALOGUE THAT
MAKES A DIFFERENCE

CLEAN, DRINKABLE WATER IS A HEALTH ESSENTIAL.



Water is essential for life. It supports every function of the human body and is fundamental to good health, dignity, and well-being.

The Indian Beverage Association (IBA) reaffirms commitment to responsible practices that help make water and safe drinking water accessible to consumers across situations and stages of life.



Regulated for safety

Packaged drinking water is regulated under stringent quality and safety requirements as established by FSSAI.



Quality assured

It requires periodic inspections and strict compliance with food safety standards.



Consumer safety first

Licensed manufacturers follow rigorous processes at every step to ensure consumer safety.



**ACCESS TO CLEAN
DRINKING WATER MATTERS.**



A simple choice today
for a healthier tomorrow.

WHAT MAKES PACKAGED DRINKING WATER DRINKABLE?



Packaged drinking water is regulated under stringent quality and safety requirements as established by FSSAI. It requires periodic inspections, and strict compliance with food safety standards.

Safety and quality are built into the journey from source to bottle.



From source to bottle, safety is a process.

Every drop you drink goes through multiple checks to meet the **highest standards** of safety and quality.

BEFORE YOU TAKE A SIP, TAKE 10 SECONDS.

A few quick checks can help you choose safe and trustworthy packaged water.



INTACT SEAL

Ensure the seal is unbroken.



CLEAR, INTACT LABEL

Check that the label is clear and complete.



FSSAI LICENCE NUMBER

Look for the FSSAI licence number on the label.



MANUFACTURE / EXPIRY DETAILS

Check the date of manufacture and best before.



BATCH INFORMATION

Verify the batch number for traceability.



PACKAGING CONDITION

Ensure the bottle is clean, not damaged or leaking.



THINGS TO AVOID



BROKEN SEAL

Do not buy if the seal is broken or tampered.



DAMAGED PACKAGING

Avoid bottles that are crushed, leaking or visibly damaged.



UNCLEAR / ILLEGIBLE LABELLING

Avoid labels that are smudged, torn or missing important details.



A LITTLE ATTENTION
CAN MAKE A **BETTER CHOICE** EASIER.



Be informed.
Be responsible.
Stay well.

SIP THE TRUTH

 **WITH
LAKSHAY LAMBA**

- Yoga Instructor
- M.A. in Yogic Sciences
- Wellness Voice

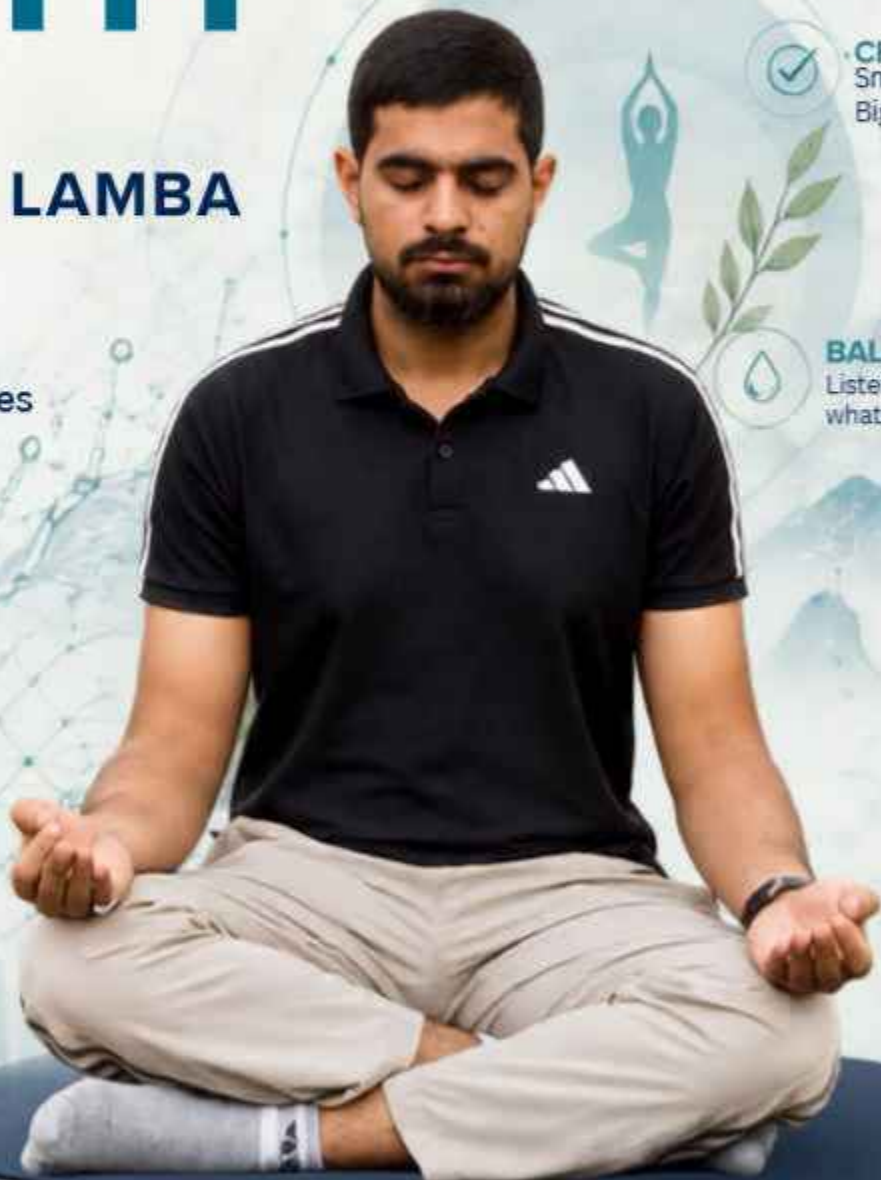
A conversation on wellness, balance and making informed choices.

 **MIND**
Clarity in thought

 **BODY**
Strength in movement

 **CHOICE**
Small choices. Big impact

 **BALANCE**
Listening to what matters



**WELLNESS IS
ABOUT BALANCE.**

“ Yoga teaches us to live for a healthier, better informed tomorrow through evidence, balance and responsible choices. ”

BUILDING THE ENABLING ENVIRONMENT

IBA engages with DPIIT on the future of India's non-alcoholic beverage industry.

IBA held a constructive meeting with Mr. Sumeet Jarangal, Joint Secretary, DPIIT, to discuss the opportunities, challenges and policy support required to accelerate the growth of India's non-alcoholic beverage sector and create long-term value for the economy and consumers. The delegation shared industry perspectives and sought guidance and support in key areas impacting competitiveness, investment and sustainable growth.

TOGETHER, WE BUILD A
STRONGER INDUSTRY FOR A
STRONGER INDIA.



“ Strong policy collaboration today builds a competitive, innovative and responsible beverage industry for the India of tomorrow. ”

OPENING DOORS FOR GROWTH.

IBA engages with India's trade leadership on investment and market access.



Connecting
Indian Beverage
Industry to
Global Markets

IBA held a constructive meeting with Mr. Darpan Jain, Additional Secretary, Department of Commerce and Chief Negotiator for India's FTAs, to discuss investment plans, trade barriers and the way forward for India's non-alcoholic beverage industry.

Through continued engagement with Government and stakeholders, IBA works to create a supportive policy environment that driven investment, competitiveness and long-term value for India.



A GROWING FRATERNITY

Welcoming new members to India's non-alcoholic beverage ecosystem.

These new partnerships strengthen our collective commitment to innovation, responsible growth and building a future-ready beverage industry.

-  **INNOVATION**
New ideas shaping a better tomorrow.
-  **KNOWLEDGE**
Evidence, insights and shared learning.
-  **COLLABORATION**
Stronger together for a greater impact.
-  **GROWTH**
Sustainable progress for India and beyond.



STRONGER INDUSTRY REPRESENTATION.



BROADER COLLABORATION.

For additional information, please contact **Technical Director - IBA, Mohit Choudhary**
Email: dir.tech@in-beverage.org | Call: +91 9084845176