



NATIONAL BEVERAGE CONCLAVE **2.0**

Making India a
Global Beverage Processing Hub



4th December 2024



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Supported by



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BACKGROUND

Following the success of the 1st Annual National Beverage Conclave in July 2023, themed “Sustainable Food Systems: Redefining the Beverage Industry,” the Indian Beverage Association (IBA) hosted the 2nd National Beverage Conclave on December 4, 2024. Building on last year’s collaboration with Consocia Advisory, IBA enhanced the scale and impact of the event.

The 2nd National Beverage Conclave, titled “Making India a Global Beverage Processing Hub,” focussed on positioning India as a key player in the global beverage market. This year’s conclave emphasized the growth and potential of the non-alcoholic beverage sector in India, a critical contributor to the nation’s economy.

The global non-alcoholic beverage market, valued at USD 1.8 trillion in 2024, is projected to reach USD 3.8 trillion by 2034, growing at a CAGR of 7.75%. India’s trajectory is equally promising, with the domestic market valued at \$16 billion in 2023, and expected to reach \$23 billion by 2028, at a CAGR of 7.29%. This industry not only drives economic growth but also generates substantial employment across the value chain.

In 2019, the non-alcoholic beverage sector supported approximately 6.9 lakh jobs (direct, indirect, and induced). With market growth of 30% since then, the employment generated has likely surpassed one million. Additionally, beverages contribute significantly to retail income, with one major beverage company alone reaching over 5 million shops in India, and around 20% of a retailer’s income attributed to beverage sales.

India is the largest global producer of key raw materials for non-alcoholic beverages, including bananas, mangoes, limes, lemons, papayas, milk, and sugar. However, supply chain inefficiencies and regulatory hurdles have hindered India’s potential to become a global beverage processing hub. Scaling up modern processing facilities, enhancing supply chain efficiencies, and addressing regulatory challenges present a unique opportunity for India to lead on the global stage. The conclave aimed to identify actionable strategies to strengthen India’s position as a global beverage processing hub. The Key discussions addressed in the conclave were:

Policy and Regulation: Aligning India’s legal and fiscal framework with global standards, addressing taxation, health regulations, and trade barriers.

Sustainability and Circular Economy: Promoting resource efficiency, waste minimization, and water conservation to foster long-term environmental resilience.

Innovation and Technology: Showcasing advancements driven by startups, including natural ingredients, functional benefits, and sustainable packaging.

Global Best Practices: Learning from successful international strategies to tailor solutions for India’s unique context.

The non-alcoholic beverage industry has a critical role to play in fostering a circular economy and promoting responsible consumption. Beyond addressing plastic waste, the sector can lead efforts in water conservation, aquifer recharge, and reducing water pollution, thereby supporting both operational sustainability and environmental resilience.

Startups in India are driving innovation within the sector, meeting evolving consumer demands and establishing themselves as key players in the market. Their contributions to product development and sustainable practices highlight the transformative potential of the industry.

The 2nd National Beverage Conclave served as a platform for industry stakeholders, policymakers, and research institutions to collaborate on creating a sustainable competitive advantage for India. The focus will be on increasing exports, attracting investments, and making India a global leader in beverage processing, supported by a robust regulatory, economic, and environmental ecosystem. By addressing existing challenges and seizing emerging opportunities, the conclave aims to pave the way for India to emerge as a global beverage powerhouse.

CONCLAVE AT A GLANCE

- To be seen as an enabler to the government's Vision 2047 and priorities in economic growth, job creation, doubling farmers income, export-oriented supply chain, investments – highlighting how supportive policies and framework can be designed to facilitate the growth of the sector – policies that are aimed towards achieving the goal of becoming a global beverage processing hub.
- Showcase what the non-alcoholic beverage sector can do for, with, or under the guidance of the government for its aim of reaching a \$30 trillion economy
- Showcasing the capabilities of the industry in terms of contributing towards trade policy and international trade negotiations – highlight the work being done together with farmers, transporters, retailers etc.
- Laying the roadmap – the way forward to become a global beverage processing hub (best practices, recommendations to government policies, etc.)

ABOUT THE CONCLAVE

The 2nd National Beverage Conclave was an invite-only event. The Conclave began with a recital of the National Anthem, and was inaugurated by the the Honourable Guest for the event Dr. Subrata Gupta – Secretary, Ministry of Food Processing Industries, Mr. S.R. Goenka – Chairman, Indian Beverage Association, Mr. C.K. Jaipuria – Vice Chairman, Indian Beverage Association, and Mr. J.P. Meena – Secretary General, Indian Beverage Association. The event was attended by leading member brands such as Coca-Cola, India, PepsiCo India, Redbull India, Bisleri International, and Dabur India, along with representations from several supply chain vendors and the media.

As a token of appreciation for participating in the Conclave, all the attendees were provided toolkits containing an IBA brochure, a premium notebook, and a pen. The Conclave was a half-day event and was convened by Ms. Tayna Majithia – Director, Indian Beverage Association.

The event commenced with an inspiring keynote address by the Chief Guest, Dr. Subrata Gupta, Secretary, Ministry of Food Processing Industries who highlighted India's rich history of beverage production, from traditional drinks like lassi and chaach to modern innovations. Dr. Gupta underscored the sector's rapid growth, with the non-alcoholic beverages market expected to grow from \$32 billion in 2022 to \$87 billion by 2027. He emphasized the government's commitment to supporting infrastructure and research initiatives, encouraging close collaboration between the Ministry of Food Processing Industries (MoFPI) and industry players.

Speaking at the Conclave, the Chief Guest, Dr. Subrata Gupta, Secretary, Ministry of Food Processing Industries, said, *"The global non-alcoholic beverages market generated \$32 billion in 2022 and is projected to grow to \$87 billion by 2027. Despite being a major beverage producer, India currently ranks 66th in beverage exports. While the government has been actively addressing the infrastructure needs of MSMEs, supporting the micro and informal sectors remains a challenge. This sector holds immense potential for research and development, and institutions like NIFTEM are ready to collaborate with beverage firms. The Ministry of Food Processing Industries is committed to working closely with industry players to propel the growth of India's non-alcoholic beverage industry."*

SESSION HIGHLIGHTS

SESSION 1

Non-alcoholic beverage sector overview and contribution to national economy



The non-alcoholic beverage sector in India has emerged as a dynamic and rapidly growing industry, significantly contributing to the national economy with increasing consumer demand for diverse beverage options, driven by evolving lifestyles and preferences. The industry is a vital source of employment, supporting over a million jobs across the value chain, from production and distribution to retail. Additionally, it plays a critical role in generating income for millions of informal workers and small retailers, with beverages contributing up to 20% of revenue for some retail outlets. Beyond economic impact, the sector leverages India's position as the largest global producer of key raw materials, offering immense potential to scale processing capacities and boost exports, further strengthening its contribution to the nation's GDP.

The session Moderated by **Sh. Gaurav Sishodia, Vice President, Invest India**, featured distinguished panellists:

- **Sh. Minhaj Alam (IAS)**, Additional Secretary & CVO, Ministry of Food Processing Industries
- **Sh. P C Kishan (IAS)**, Joint Secretary-Marketing, Ministry of Agriculture & Farmers' Welfare
- **Sh. George, CEO**, Bisleri International Pvt. Ltd.
- **Dr. H S Oberoi**, Director, NIFTEM-Kundli

Key discussions in the session revolved around:

- **Empowering Farmers:** Training farmers with advanced technologies and leveraging mobile platforms for knowledge dissemination.
- **Export Potential & Supply Chain Optimization:** Addressing inefficiencies to unlock India's export potential.
- **Rural Market Dynamics:** Exploring rural consumption trends and infrastructure improvements.
- **Sustainability Initiatives:** Enhancing water conservation and waste management practices to build a circular economy.

Sh. Minhaj Alam (IAS), Additional Secretary & CVO, Ministry of Food Processing Industries, Government of India

"The Ministry of Food Processing Industries has supported the sector for over 35 years, including the fast-growing non-alcoholic beverage industry. Schemes like PMKSY and PMFME are driving infrastructure and formalization, while the PLI scheme has attracted significant investments. With high wastage due to low processing levels, there's a need for advanced technology, indigenous machinery, and packaging innovation. Strengthening R&D and self-reliance is key to sustainability and long-term growth."



Sh. P C Kishan (IAS), Joint Secretary-Marketing, Ministry of Agriculture & Farmers' Welfare, Government of India

"The horticulture sector, fuelled by demand from the non-alcoholic beverage industry, is the fastest growing in agriculture. Strengthening farmer-industry linkages through FPOs and cooperatives is key, with 9,000 FPOs already operational. Advanced technologies like drones and precision agriculture can enhance productivity. Despite strong growth, exports remain low, highlighting untapped potential. Boosting supply chain efficiency, infrastructure, and industry partnerships will drive global competitiveness."

Sh. Angelo George, CEO, Bisleri International Pvt. Ltd.

"Packaged drinking water, led by brands like Bisleri, plays a vital role in the non-alcoholic beverage sector, driven by urbanization, contamination concerns, and evolving consumer preferences. While premium water is gaining traction, startups face supply chain challenges. Urban markets hold 70% potential, focusing on 140 key towns, while rural growth lies in 40-50K affluent villages. Addressing packaging waste and improving rural infrastructure are crucial for sustainable expansion."

Dr. H S Oberoi, Director, NIFTEM – Kundli

"NIFTEM is building a skilled food industry workforce through training, entrepreneurship programs, and industry collaborations. Our Center of Excellence offers specialized e-courses, while tailored support helps FPOs scale. With 17 startups funded and 42 mentored, we focus on innovation in food safety, fortification, and sustainability. Key projects include plant-based proteins, low-sugar beverages, and probiotic drinks, driving a circular economy approach."

Key Takeaways:

1 Government Schemes Driving Sector Growth

Initiatives like PMKSY, PMFME, and PLI are fostering growth in the food processing and non-alcoholic beverage industries through financial support, formalizing enterprises, and attracting significant investments.

2 Strengthening Farmer-Industry Linkages

FPOs, cooperatives, and models like NRLM and SHGs are crucial for integrating agriculture with industry. Empowering farmers with advanced technologies and market linkages can boost productivity and incomes.

3 Expanding Market Potential

The non-alcoholic beverage industry, driven by urbanization, rising incomes, and changing demographics, presents significant opportunities in both urban (70% share) and rural (30%) markets, with startups well-positioned to innovate and scale.

4 Focus on R&D and Innovation

Institutions like NIFTEM and CFTRI are addressing industry challenges by developing indigenous machinery, rapid detection kits, and fortified foods while supporting startups in product development and sustainability efforts.

5 Sustainability and Circular Economy

Emphasis on reducing waste, enhancing shelf life, and creating affordable, high-quality products reflects the industry's commitment to sustainable growth and the circular economy.

SESSION 2

Evolving Regulatory and Fiscal Policy Framework



The regulatory and fiscal policy framework for the non-alcoholic beverage sector in India is evolving to align with global standards and address emerging challenges. Key areas of focus include taxation policies, health regulations, and import-export barriers, which significantly influence the industry's growth and competitiveness. As consumer demand shifts toward sustainable and health-conscious products, regulatory reforms are adapting to promote innovation while ensuring safety and quality. Policy discussions now emphasize sustainability, resource efficiency, and environmental stewardship, reflecting a commitment to fostering a circular economy. Streamlining these frameworks can unlock the sector's potential, positioning India as a global hub for beverage processing and innovation.

This session, moderated by **Mr. Deepak Jolly – Chairperson, Ind Food and Beverage Association**, delved into taxation and policy reforms, featuring insights from:

- **Smt. Seema Arora (IRS)**, Principal Director General, Directorate General GST
- **Dr. Sacchidananda Mukherjee**, Professor, NIPFP
- **Sh. C K Jaipuria**, Vice Chairman, Indian Beverage Association
- **Dr. H S Oberoi**, Director, NIFTEM-Kundli

Key discussions in the session revolved around:

- **GST Structure Optimization:** Advocating for a rationalized GST model to support industry growth.
- **Global Best Practices:** Exploring sugar-sweetened beverage (SSB) taxation frameworks adopted worldwide.
- **Policy Recommendations:** Developing actionable strategies to address high taxation, promote innovation, and combat increasing imports.

Mr. C K Jaipuria - Vice Chairman of IBA

"I've seen the industry evolve from 50-paisa soft drinks with no taxes to a 40% tax burden, even on zero-sugar products. Unlike global graded tax systems, India's heavy taxation hampers growth, with a proposed hike to 35% adding concern. High-capex machinery and rising costs strain profitability, while past regimes kept the tax burden under 28%. Lowering taxes on fruit-processed products and phasing out the cess in 2026 could drive sustainable industry growth."



Smt. Seema Arora (IRS), Principal Director General, Directorate General GST - Ministry of Finance, Government of India

"Before 2017, taxes neared 40% without input tax credits. Under GST, the Council sets policies, balancing revenue, public health, and industry input. While 60% of food and beverage items aren't taxed, juices enjoy lower rates. Sugar-based taxation is under discussion, requiring FSSAI collaboration. The proposed 35% tax is speculative, with the current 28% rate and cess set to end by March 2026, potentially easing future taxation."



Dr. Sacchidananda Mukherjee, Professor, National Institute of Public Finance and Policy, Government of India (specialising in GST)

"Globally, 85 countries tax sugar-sweetened beverages differently. In India, a graded tax system could work but would remove input tax credits. A better approach is a dual system—GST at 12% or 18% plus an additional sugar tax to drive innovation. While the current 28% rate isn't extreme, a 12% GST would be ideal. Revising the GST framework, especially the cess post-2026, and using data-driven policy decisions can ensure balanced taxation."



Dr. H S Oberoi, Director, NIFTEM – Kundli

"Differentiating added and natural sugars in fruit beverages remains a challenge due to a lack of reliable methods. Collaboration between NIFTEM, FSSAI, and the GST framework is key to resolving this. FSSAI regulates based on scientific evidence, monitors misleading labels, and implements FOPL for consumer awareness. Startups should use approved ingredients and apply for proprietary food licenses to avoid delays. Industry proposals backed by science can be submitted through FICCI or CII, with NIFTEM providing support."



Key Takeaways:

1 Taxation and Industry Growth:

The beverage industry faces challenges from high taxation, including the potential rise from 28% to 35%, which could hinder growth. A more favourable tax structure, such as a dual tax system based on sugar content, is suggested to encourage innovation and ensure sustainability.

2 Collaboration on Regulatory Challenges:

Institutions like FSSAI, NIFTEM, and GST frameworks need to collaborate to address issues such as distinguishing between added and naturally occurring sugars in beverages. Evidence-based regulatory decisions are crucial for addressing concerns from the industry.

3 Importance of Data-Driven Decisions:

Research and policy decisions should be data driven. Sharing detailed data on sugar content and input tax credits can support discussions on tax reductions and ensure more effective decision-making.

4 Consumer Awareness and Labelling:

Front of Pack Labelling (FOPL) aims to enhance consumer awareness, though differing views exist. FSSAI is actively working to prevent misleading claims, particularly in the unorganized sector, ensuring more transparent labelling and advertising practices.

5 Support for Startups:

Beverage startups are encouraged to use already approved ingredients and apply for a proprietary food license to avoid lengthy approval processes, facilitating quicker market entry.

SESSION 3

Innovation and Startups in the Non-Alcoholic Beverage Industry



The non-alcoholic beverage industry in India is witnessing a wave of innovation driven by startups that are reshaping the market with creative approaches to product development and sustainability. These startups are leveraging natural ingredients, functional benefits, and sustainable packaging to cater to evolving consumer preferences for healthier and environmentally conscious choices. Technology plays a pivotal role, enabling advancements in manufacturing processes, supply chain efficiency, and personalized offerings. By embracing innovation, these emerging players are not only meeting the dynamic demands of the domestic market but also positioning India as a competitive force in the global beverage industry.

This vibrant session was moderated by **Sh. Bhaskar Sharma, Senior Advisor, Red Bull India**, and featured:

- **Smt. Aastha Grover**, Head, Startup India
- **Smt. Alka Rao**, Advisor, Food Safety and Standards Authority of India (FSSAI)
- **Sh. Saurabh Munjal**, CEO & Co-Founder, Archian Foods Pvt. Ltd. (Lahori Zeera)
- **Sh. Vishal Shah**, Founder & MD, Storia Foods and Beverages
- **Sh. Mayank Kumar**, VP-Marketing, Dabur India Limited

Key discussions in the session revolved around:

- **Entrepreneurial Innovation:** Success stories of startups like Lahori Zeera, showcasing India's entrepreneurial potential.
- **Consumer Trends:** Addressing the evolving preferences of younger consumers and health-conscious seniors.
- **Sustainable Practices:** Pioneering eco-friendly packaging and reduced sugar content beverages.
- **Focus on R&D:** Encouraging innovation beyond conventional category codes.

Smt. Aastha Grover, Head, Startup India

"It's great to see a focus on startups and innovation at a beverage conference, reflecting the ecosystem's growth. Since Startup India's 2016 launch, we've driven innovation across design, packaging, and new categories through simplification, funding, and partnerships. Startup India Hub connects founders to mentors, investors, and market support, with funding options like grants and collateral-free loans. Collaboration across sectors has created over 16 lakh jobs, while Invest India works with regulators to shape policies for global startup success."



Smt. Alka Rao, Advisor, Food Safety and Standards Authority of India (FSSAI)

"FSSAI has streamlined regulations to support innovation, tackling delays from incomplete data submissions. Since 2017, we've worked with FICCI, CII, and IBA to create a seamless regulatory framework. The AYUR AHAR regulation promotes fermentation-based products, while the 'proprietary' category allows safe innovation. In beverages, we've lowered mineral limits in packaged water, expanded sweetener options, and removed TSS requirements for synthetic syrups. Reducing sugar content per WHO guidelines remains a key focus, requiring industry collaboration for healthier products."



Sh. Saurabh Munjal, CEO & Co-Founder, Archian Foods Pvt. Ltd. (Lahori Zeera)

"Innovation and passion drive our success in crafting products for the Indian palette. While the F&B sector is growing, India needs stronger local and global brands. Changing consumer preferences, especially among Gen Z and millennials, fuel growth, but high GST and weak IP protection hinder innovation. Fair competition, reasonable taxes, and stronger IP laws are crucial for sustainable growth. With the right support, we can create better products, memorable experiences, and a thriving ecosystem."



Sh. Vishal Shah, Founder & MD, Storia Foods and Beverages

"Storia has always been driven by R&D, focusing on health, taste, and unique flavors. Recognizing India's position as the third-largest coconut producer, we saw an opportunity to bridge the hydration gap with affordable, sustainable coconut water. While digitalization has eased distribution, accessibility remains key. Innovation often clashes with regulatory norms, slowing progress. While safety standards are crucial, greater flexibility would accelerate growth. With FSSAI embracing global ingredients, collaboration between regulators and innovators can drive breakthrough products in the next five years."



Sh. Mayank Kumar, Vice President - Marketing, Dabur India Limited

"Dabur entered the foods business in 1998, focusing on innovation and consumer needs. Seeing a gap in hygienic, ready-to-drink juices, we launched Dabur Foods, later integrating it for better distribution. Success comes from deep consumer insights and the right pricing. In the Agri-fruit sector, improving sourcing, scalability, and processing is key. Despite India's fruit production strength, premium varieties and efficiency remain challenges. While collaboration and the PLI scheme support innovation, maintaining raw material quality is crucial. Regulatory consistency is essential, as misinformation and sudden policy shifts can disrupt growth."



Key Takeaways:

1 Innovation and Passion Drive Success:

Both in the beverage and F&B sectors, success is rooted in innovation and a deep understanding of consumer needs. Brands are thriving by offering unique, tailored products that resonate with local tastes, especially as consumer behavior shifts towards new experiences, driven by younger generations like Gen Z and millennials.

2 Regulatory Support is Crucial for Growth:

Collaboration between regulators and innovators is essential to overcoming challenges in the regulatory environment. While FSSAI has made strides in facilitating innovation, aligning new ideas with existing norms in India remains a challenge. Simplification of regulations, predictable policies, and stronger intellectual property protection are critical to fostering innovation and protecting brand equity.

3 The Need for Local and Global Brands:

The F&B sector in India is growing, but there's a need to build more Indian F&B brands that can compete both locally and globally. Despite India's position as a major producer of raw materials, challenges in sourcing premium quality ingredients and efficient processing remain. Collaborations and frameworks like the PLI scheme are supporting innovation, but more focus on raw material quality is necessary.

4 Startup Ecosystem and Support Mechanisms:

The launch of Startup India has fostered a thriving startup ecosystem, with dedicated support in the form of funding, mentoring, and market access through the Startup India Hub. The focus on sectors like D2C, along with self-certification for regulatory compliance, is helping startups innovate and scale. Collaboration between governments, corporates, and startups is key to creating jobs and ensuring the sustainable growth of the ecosystem.

5 Affordability and Accessibility Are Essential:

In a price-sensitive market like India, affordability and accessibility are vital for scaling innovative products. The ability to balance local ingredients with globally validated solutions is crucial to meeting both consumer demands and regulatory expectations. Continued collaboration with FSSAI and policymakers is important to drive the development of groundbreaking products that are both accessible and affordable.

FIRESIDE CHAT

Global Best Practices and Indian Scenario



Moderated by **Dr. Anirudha Chhonkar – Lead Regulatory Affairs at FICCI**, this engaging session featured:

- **Sh. G Kamala Vardhana Rao (IAS)**, CEO, FSSAI
- **Dr. Samuel Godefroy**, Former Vice Chair, FAO/WHO Codex Alimentarius Commission

The discussion emphasized:

- **Science-Based Governance:** Ensuring food safety through rigorous regulatory frameworks.
- **Global Collaboration:** Leveraging international best practices to strengthen India's regulatory landscape.
- **Consumer Empowerment:** Enhancing transparency through accurate labelling and risk mitigation strategies.

Dr. Samuel Godefroy, Former Vice Chair, Codex Alimentarius (FAO/WHO)

"A food regulatory regime supports sector development when it follows international best practices like Codex and is grounded in a modern legislative framework. It should focus on risk analysis—assessment, management, and communication—ensuring predictable, science-based decisions. A competent regulatory body, such as India's FSSAI, must be equipped with data and sound processes. For example, allergen labeling should be based on risk assessments, as seen in Canada, to inform consumers clearly without alarming them. By adhering to these principles, the regime can foster growth through transparent and evidence-driven decisions."



Smt. Alka Rao, Advisor, Food Safety and Standards Authority of India (FSSAI)

"Regulatory consistency starts with clear goals. Promoting healthy food requires integrating global data from WHO with local insights from NIN and ICMR. Data gaps remain, but industry collaboration helps refine standards. Achieving healthier diets goes beyond regulation—it's a community effort. FSSAI's Eat Right program, recognized by Codex, focuses on reducing salt, sugar, and fat. India has met its trans-fat reduction goal ahead of the WHO deadline, with sugar and salt reduction as the next focus."



Key Takeaways:

1 Importance of Clear Goals in Regulations:

Consistency in food regulations is achieved by defining clear goals, integrating both global (WHO) and local (NIN, ICMR) frameworks to promote healthy food.

2 Data-Driven Decision Making:

Overcoming data insufficiency is essential for refining standards, with industry collaboration playing a critical role in achieving science-based, evidence-driven decisions.

3 Community-Driven Effort:

Achieving healthy diets goes beyond regulation and requires a collective effort from the community, ensuring collaboration among stakeholders.

4 FSSAI's Role in Promoting Healthy Diets:

The Eat Right program, which focuses on reducing salt, sugar, and fat, has received international recognition and supports India's commitment to public health.

5 Progress in Meeting Health Targets:

India has already met its trans-fat reduction target ahead of the WHO deadline, with a continued focus on reducing sugar and salt as the next challenges.

WAY FORWARD

India's non-alcoholic beverage industry has a lot of growth potential, but it requires a concerted effort to overcome the challenges and fully realize opportunities. The important steps that are going to take the industry forward include strengthening supply chains, empowering farmers, encouraging innovation, streamlining regulations, and focusing on sustainability. Investments in infrastructure such as cold storage, efficient transportation, and advanced logistics will improve access to raw materials, enhancing distribution in areas of underserved rural markets and increasing India's global competitiveness. Working with FPOs and leveraging government programs like the FPO scheme would empower farmers, ensuring the availability of raw materials while improving their incomes.

The sector must evolve on the basis of healthier, more sustainable, and value-added products to cater to the changing needs of consumers. Academia, startups, and industry players can come together for faster product development and push for better sustainability practices such as green packaging and sugar formulation reduction with the help of initiatives like Startup India and NIFTEM. Simplification of regulatory processes and fiscal reforms, like rationalizing the GST on beverages and adopting a sugar-based graduated tax system, will encourage innovation while fostering a conducive business environment.

Sustainability should be embedded as a component of the industry strategy. Since production processes involve vast water usage, companies have to increasingly adopt water-conservation techniques, better ways to handle wastewater, and instil the concept of circular economies. Innovation in packaging to reduce plastic waste and incentives for sustainable materials are equally important and in line with global environmental goals while also appealing to the environmentally conscious consumer.

The growing rural market will provide a significant opportunity for expansion. Companies must develop affordable, tailored products for rural consumers while dealing with logistical challenges in the same regions. Digital penetration offers an effective platform to educate and engage consumers, bridging the rural-urban divide and fostering inclusive growth.

To fully unlock the potential of India's non-alcoholic beverage industry, addressing regulatory and taxation matters is crucial. Streamlining regulatory processes will reduce complexity and make it easier for companies to comply with national and international standards. Simplifying procedures for product approvals, labelling, and quality checks will help accelerate time-to-market for new innovations while ensuring consumer safety.

On the taxation front, rationalizing the Goods and Services Tax (GST) on beverages can make the sector more competitive. A sugar-based graduated tax system, which aligns with health goals and incentivizes the production of healthier products, will drive innovation in low-sugar formulations. Additionally, a tax framework that supports sustainability practices, such as green packaging and energy-efficient production, would encourage businesses to adopt environmentally friendly practices while keeping products affordable for consumers.

This will require a holistic roadmap, where the efforts of the government, industry, academia, and consumers will converge to make India a leader in the beverage sector. Vision 2047 shall guide all efforts towards economic growth, employment generation, and exports. A collaborative ecosystem that nurtures innovation, aligns with global standards, and focuses on sustainability will help make India a global beverage powerhouse and ensure profound economic and social benefits for the country. Staying consumer-centric and innovation-driven will ensure the sector becomes a cornerstone of India's economic progress.

CONCLUSION

The National Beverage Conclave 2.0 provided a collaborative platform for stakeholders to deliberate on key industry challenges and opportunities. By fostering innovation, aligning regulatory frameworks with global standards, and emphasizing sustainability, the conclave laid the foundation for positioning India as a global beverage processing hub.

Mr. JP Meena, Secretary General, IBA, said, "IBA's National Beverage Conclave 2.0 2024 has provided an exceptional platform for industry stakeholders to unite and shape the future of the beverage sector. We are excited by the strong engagement and commitment demonstrated by participants from diverse sectors. By leveraging the full potential of the non-alcoholic beverages industry, we can position India as a global leader in beverage processing, driving economic growth and creating new opportunities across the sector."

Participants were encouraged to leverage insights and partnerships from the event to drive meaningful change, ensuring long-term growth and competitiveness for India's non-alcoholic beverage industry.

GLIMPSES FROM THE SESSIONS



Panellists for Session 1: Non-alcoholic beverage sector overview and contribution to the national economy, with Mr. Gaurav Sishodia, Vice President, Invest India



Panellists for Session 2: Evolving regulatory and fiscal policy framework, with Mr. Deepak Jolly, Vice Chairman, Indian Beverage Association



Panellists for Session 3: Innovation and Startups in the Non-Alcoholic Beverage Industry, with Mr. Bhaskar Sharma, Senior Advisor, Red Bull India



Panellists for Fireside Chat: Global Best Practices and Indian Scenario, with Dr. Anirudha Chhonkar, Lead Regulatory Affairs, CIFTI-FICCI



Closing Remarks – Mr. J.P. Meena, Secretary General, IBA



Team Consocia Advisory

The event was conceptualized, managed and executed by Consocia Advisory and hosted by the Indian Beverage Association.

GLIMPSES FROM THE CONCLAVE



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GIFTS FOR THE PANELISTS



SUBSCRIBER MEMBERS



ASSOCIATE MEMBERS



THE SECRETARIAT

Chairman: Mr. S.R. Goenka | Vice-Chairman: Mr. C.K. Jaipuria | Secretary General: Mr. J.P. Meena
Director - Policy: Ms. Tayna Majithia | Director - Technical: Mr. Mohit Chaudhary

**COME JOIN IBA AND CONTRIBUTE TO THE
NON ALCOHOLIC BEVERAGE SECTOR OF INDIA**

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