

Report of the Managing Committee for the year 2024-25

It is an occasion of pleasure for me to present before you the report of the Managing Committee of the Indian Beverage Association (IBA) for the year 2024-25; It is an opportunity of pride for all us that Indian Beverage Association has completed 15 years of its establishment.

2. I take this opportunity to thank Mr. J P Meena who was with IBA as Secretary General unto January 31, 2025 and as Senior Consultant in February and March.

3. As all of you are aware that IBA was established as an Industry body to analyze and put forward the issues/problems/constraints of the non-alcoholic beverage industry before the Centre and State Governments and concerned regulatory authorities in the Government. It is a matter of gratification that IBA has been successful in discharging its responsibilities with increasing relevance and usefulness in these years, having created a noticeable space for itself as a representative body of the sector in the country for furthering the interests and projecting the problems, issues and concerns of its Members and of the industry. The aftermath of the endeavours of the Association in taking up with various authorities in the matters of common interest and concern, have had beneficial outcomes. It is a matter of satisfaction and gratitude for the Association that the views and issues projected by it have been accorded careful consideration by the various authorities concerned.

4. The Managing Committee of IBA held four meetings during the year when deliberations on the course of action were to be monitored in respect of issues of immediate relevance and provided guidance to the IBA Secretariat regarding different matters were undertaken.

5. As you must be aware In September 2023 IBA engaged Indian Council for Research on International Economic Relations (ICRIER) to prepare study report on [Carbonated Beverages Industry in India: Tax Policy to Promote Growth, Innovation and Investment](#). The Report prepared was presented on in a function 30.09.2024 and the same was shared with Members and other concerned stock holders.

6. With your guidance and cooperation Indian Beverage Association magnificently and successfully organized the second National Beverage Conclave on 4th December, 2024 It received good attendance, critical positive feedback and extensive media coverage. The IBA has also shared the recommendations of the event with all concerned authorities in the government. I am thankful to all the Members, IBA Secretariate for in organizing and making this conclave successful.

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7. As the members are aware that from the last many years, we were trying to draw the Government attention towards the higher taxation on the non-alcoholic beverage products. As you must have noticed that it has been a partial relief to the sector with the recent revision of GST rates by the Government.

8. As It had been pointed out earlier in this forum that IBA membership is depleting, but I am pleased to inform you that with the efforts of our members we have added new Associate Members in IBA and it is hoped that efforts to increase the membership of Association will be one of the prime objectives of the Members. I am happy to inform that two member companies M/s. ITC Ltd and M/s, Reliance Industries Ltd have joined the privileged group of the Subscriber members. I extend them a warm welcome.

9. Dr, D S Gangwar will also present Secretary General's report for the year 2024-25 which contains in detail the activities of IBA during this period.

10. The Managing Committee wishes to place on record its commitment to provide good and effective services to the Members with an endeavor to promote the interests of the non-alcoholic beverage industry to serve the consumer in increasingly beneficial ways. I also take this opportunity to thank the IBA Secretariate for their hard work and efforts in achieving the goals and objectives enunciated by the IBA Managing Committee from time to time.

(S R Goenka)
President
14.10.2025