

REPORT OF THE SECRETARY GENERAL OF THE IBA TO BE LAID ON THE TABLE FOR THE A.G.M. OF 2024-25

I take immense pleasure in presenting the report about the Indian Beverage Association (IBA) and its activities for the year 2024-25.

2. IBA was registered under the Society's Registration Act 1860 on January 14, 2010 and started its operations in the same year i.e. 2010-11. The year under review is the fifteenth year of Association's activities.

3. My predecessor, Sh. J.P. Meena, demitted office in January 2025 and played an instrumental role as the spokesperson of the non-alcoholic beverage industry for 4 years. I express my heartfelt applaud to the advancement of the Association under his able leadership. I also take this opportunity to thank the entire IBA General Body for the warm welcome extended to me as the third Secretary General of the Association.

4. The Office of the Association continues to be in the precincts of PHD Chamber of Commerce and Industry at August Kranti Marg, New Delhi.

5. The Managing Committee of the Association met six times in the course of the year to consider various matters and to give necessary directions for improving the functioning and furthering the activities of the Association. Minutes of each meeting were circulated to all the members of the Managing Committee soon after each meeting.

6. The Bank Account of IBA continues to be at the Hauz Khas branch of HDFC Bank. The money received from time to time by way of Entry fee, Annual Subscription Fee and Contribution (under Rule 5), etc. are deposited in this account. The Audited Annual Accounts for the year under report have been placed on the table of the AGM for taking note of by the IBA members.

7. With the Non-alcoholic beverage industry being an essential component of the Food Processing Industry and the Ministry of Food Processing Industries (MoFPI) being the line Ministry of the Association, the IBA in line with its mandate has duly ensured periodic meetings of the Secretary General and the IBA Members delegation with each successive officiating Secretary of MoFPI, Ms. Anita Praveen and Dr. Subrata Gupta.

8. During the year 2024-25, the Association continued initiatives for discharging its role as a focal point for the beverage industry in general and its Members in particular, in respect of issues that arise periodically related to the Government of India and different State Governments, apart from the regulatory authorities like the Food Safety and Standards Authority of India (FSSAI), the Bureau of Indian Standards (BIS), Ministry of Environment, Forest and Climate Change (MoEFCC), the Central Pollution Control Board (CPCB) and Department of Consumer Affairs (DoCA), etc. with periodic courtesy visits to all relevant stakeholders.

9. The IBA, being a Member of the International Council of Beverages Association (ICBA), ensures ICBA Refresher updates on global developments in the sector to be disseminated routinely across the IBA Membership with quarterly International Members' call updates shared periodically. The Directors at IBA also ensured timely and periodic updates on nationwide beverage sector news to keep the Members in loop with developments across the board in our Industry.

10. The Policy Brief in conjunction with ICRIER titled "Carbonated Beverages Industry in India: Tax Policy to Promote Growth, Innovation and Investment" was launched at the India Habitat Centre on 30.09.2024 and inaugurated by Sh. Praveen Khandelwal, Member of Parliament who graced as Chief Guest with the IBA represented by the then Secretary General, Sh. J.P. Meena. The launch received widespread media coverage for policy reform recommendation for graded sugar taxation in line with global best practices. Copies of the same were duly circulated in our active GST advocacy meetings nationwide.

11. With the compensation cess regime that was slated to discontinue from March 2026 and GST Council Meet in Year 2025 assumed to be of pertinent significance, the IBA in an attempt to redefine its ongoing GST advocacy, finalized a comprehensive representation across all categories with pertinent sub-categorization of aerated drinks in order to ensure greater clarity for policy makers with inclusion of an additional category of rehydrated/functional beverages. The same was shared with relevant IBA central stakeholders, GST central stakeholders and GoM states.

12. Continuing with the same spirit of pro-active advocacy engagement, the IBA delegation held stakeholder consultation with Invest India MoFPI desk and the then newly appointed CEO & MD of Invest India, Ms. Nivruti Rai. As an aftermath, it was communicated to the IBA verbally by Invest India that upon their recommendation to MoFPI, the Secretary MoFPI had further recommended our industry GST plea to Secretary, Department of Revenue, Ministry of Finance who further marked it to O/o Joint Secretary, TRU II [OM received by the IBA].

13. The IBA launched its annual flagship event of National Beverage Conclave in 2023. Continuing with the same spirit, in conjunction with Consocia Advisory, the National Beverage Conclave 2.0 was held on 04.12.2024 at ITC Maurya, Chanakyapuri, New Delhi, with the then newly appointed Secretary, MoFPI, Dr. Subrata Gupta gracing as Chief Guest. The Theme was "Making India a Global Beverage Processing Hub" that witnessed an attendance of over 150 persons in audience and a stellar showcase of expert policy thinkers and technical experts across four panels from beverage companies to the industry, government, academia and startups, in a half day event. MoFPI & Invest India had extended the logo support for the Conclave.

14. With much media hype on an expected hike in tax grade of aerated drinks in the media, the Managing Committee guided the IBA secretariat to focus on carbonated category focused GST Advocacy for States and Centre. The Industry Representation accordingly was marked to the PMO, GST Council Secretariat, Parliamentary Standing Committee on Commerce, O/o Home Minister, DPIIT, Invest India – MoFPI desk, GoM on Compensation Cess, GoM on Parliamentary Reforms, GoM on Rate Rationalization, GoM on Revenue Analysis, Fitment Committee, DGGST, CBIC and TRU wings in addition to the relevant IBA Stakeholder central ministries and all relevant officials in GoM States. IBA has also reached out to CII, FICCI, PHDCCI and other associations seeking industry support in this advocacy.

15. Pertinent GST advocacy meetings held by the IBA in the year under review includes:

- Union Minister, Ministry of Food Processing Industries: Sh. Chirag Paswan
- Union MoS Finance & Convenor, GoM on Compensation Cess: Sh. Pankaj Chaudhary
- Principal ADG, DGGST: Sh. Manish Goyal and Principal DG, DGGST, Sh. C.P. Goyal
- State of Bihar & Convenor, GoM on Rate Rationalisation ~ Sh. Samrat Singh Choudhary
- State of Uttar Pradesh ~ Sh. Suresh Kumar Khanna (Previous year Convenor)
- State of West Bengal ~ Smt. Chandrima Bhattacharya
- State of Rajasthan {Chief Commissioner & Commissioner GST}: Dr. Ravi Kumar Surpur
- State of Uttar Pradesh {Commissioner, Commercial Tax}: Sh. Nitin Bansal
- State of Gujarat {Chief Commissioner & Commissioner GST}: Sh. Rajiv Topno
- State of Tamil Nadu {Pr. Secy. to Govt.}: Sh. Brajendra Navnit
- State of Maharashtra {Chief Commissioner & Commissioner GST}: Sh. Ashish Sharma

16. In an endeavour to enhance media visibility of the IBA and encourage public awareness on various challenges of the industry including GST reformulation, the IBA with due selection by the Sub-Committee and approval of the Managing Committee, onboarded “Cumulus” as Communications Partner/PR Agency in November 2024, allowing dis-continuation of social media handholding with the earlier Team - ACCETOR.

17. Periodic Regulatory Committee meetings and relevant stakeholder meetings have been held with focal discussion pointers:

- Meeting with Sh. G.K.V. Rao, CEO, FSSAI reg. 100% Fruit Juice Advisory
- Delegation Meeting with Dr. Alka Rao, Advisor, FSSAI reg. 100% Fruit Juice and CODEX notifications
- Delegation Meeting with Sh. Rajesh Kr. Singh, Secretary and Sh. Sanjiv, Joint Secretary, DPIIT reg. implementation challenges of Quality Control Order for Aluminum Cans
 - a. Virtual Meeting with DPIIT and BIS for further deliberation
- Delegation Meeting with Sri Lanka High Commission regarding Labeling issues
- Meeting with CPCB reg. implementation challenges of EPR Guidelines
- IBA Internal regulatory meetings were focused on Front of Pack Nutritional Labelling (FoPNL), Ultra Processed Foods (UPF), High Fat, Salt, Sugar (HFSS) Foods definition, FSSAI Ingredients & Additives Harmonization with CODEX/EFSA for the Beverage Category, Carbonated Water, Sugar Boards, Revised provisions for Packaged drinking water, FSSAI FCM-rPET notification, Discontinuation of the term 100% on Food Product Labels and related promotional materials, EPR, etc.

18. During the period under reference, IBA with the help of M/s Jingle Infotech Ltd. and PR Firm ‘Cumulus’ modified the IBA website and increased IBA outreach in media through its presence on social media channels (LinkedIn, X, Facebook and Instagram) and press.

19. The IBA in an ongoing continuous attempt to enhance its Membership base, successfully onboarded M/s. Brindavan Bottlers Pvt. Ltd., M/s. Brindavan Agro Industries Pvt. Ltd., M/s. Brindavan Beverages Pvt. Ltd., M/s. Amrit Bottlers Pvt. Ltd., M/s. SLMG Beverages Pvt. Ltd. and M/s. Storia Foods & Beverages Pvt. Ltd., as Associate Members. I am pleased to inform you that two existing Associate Member companies i.e. M/s. ITC Ltd. And M/s. Reliance Industries Ltd. are now admitted as Subscriber Members.

20. IBA has extended logo support to the exhibitions and conferences that includes Drinktec India, World Food India, World Grain Expo, Pack Plus, Indus Food Manufacturing Summit, Fi India, etc.

21. The Association continued to manage its affairs with a lean staff consisting of one existing Director for Policy Affairs and one new Director for Technical Matters, one Personal Secretary and one Office Attendant, apart from the Secretary General, and, so far as maintenance of accounts are concerned, with the help of a part-time Accounts Consultant.

The IBA Team continues to strive relentlessly for the growth of the non-alcoholic beverage industry in India.

DATE: 14.10.2025

A handwritten signature in black ink, appearing to read 'D. S. Gangwar', with the date '14.10.2025' written below it.

(Dr. D.S. Gangwar)
Secretary General