

Drinkable

NATIONAL VOICE OF THE NON-ALCOHOLIC BEVERAGE INDUSTRY

India, Open to the World

STRONGER CONNECTIONS,
BIGGER OPPORTUNITIES.
A BRIGHTER BEVERAGE
FUTURE.







Dr. Gunveena Chadha

Secretary General
Indian Beverage Association

“

As an industry, we believe consumers deserve facts, not assumptions, and this remains central to how we engage with the public on questions of safety, science, and transparency

”



Message from the Secretary General

Dear Members,

September was a truly happening month for the Indian Beverage Association, and I am delighted to bring you this edition of Drinkable capturing all that we accomplished together.

Our flagship campaign, Sip The Truth, continued its momentum this month – busting persistent myths around packaged drinking water, while also expanding into an important new territory with the launch of our Packaged Juice segment.

On the policy front, September brought a moment of real significance. The BRICS New Delhi Declaration articulated strong sustainability commitments, including a clear emphasis on Extended Producer Responsibility (EPR) – principles that align closely with what our industry has long championed. IBA endorsed the Declaration wholeheartedly, and I am happy to share the wide media coverage this endorsement received in this edition.

Our commitment to supporting the government's vision for food processing also found expression this month through an op-ed exploring how the non-alcoholic beverage industry can serve as a catalyst in the Saptadhara vision, announced by the Honourable Prime Minister, Shri Narendra Modi. We see our industry not merely as a participant in this vision, but as an active enabler of its goals.

As we step into the festive season, there is much to look forward to internally – IBA is gearing up for its annual event, and we will share confirmed dates with all of you very soon. It promises to be a wonderful opportunity to come together as a community.

Through all of this, one principle continues to guide us: our pledge to foster dialogue, deliberation, and an awareness-based policy ecosystem. This has been, and will remain, the compass by which IBA navigates its work – building bridges between industry, government, and the public through evidence and engagement rather than assumption. Happy reading!

Gunveena

A GLOBAL SUSTAINABILITY AGENDA.

AN INDUSTRY IN MOTION.

The New Delhi Declaration places integrated waste management, material circularity and resource efficiency among its sustainability priorities — areas where India's beverage industry is already investing, innovating and building systems for recovery and recycling.

BRICS

NEW DELHI
DECLARATION
2026

PEOPLE
PLANET
PARTNERSHIP
PROGRESS

FROM
DECLARATION
TO A MORE
CIRCULAR
TOMORROW



POLICY DIRECTION

The Declaration highlights integrated waste management, material circularity and resource efficiency.



ENABLING FRAMEWORKS

Support for Extended Producer Responsibility (EPR), eco-design and sustainable public procurement.



STRONGER SYSTEMS

Greater focus on recycling and recovery infrastructure, monitoring and investment.



KNOWLEDGE COLLABORATION

A proposed BRICS network to advance research, innovation and sustainable lifestyles, including packaging and alternative materials.

IBA IN THE NEWS

THE STATEMENT TRAVELLED FARTHER.

IBA's response to the BRICS New Delhi Declaration on circular economy and sustainable waste management received wide media coverage across India, with 145 publications carrying the release.



ANI
South Asia's Leading Multimedia News Agency

Dr. Gunveena Chadha, Secretary General, Indian Beverage Association

IBA Welcomes BRICS Focus on Circular Economy and Sustainable Waste Management

ANI | Updated: Sep 29, 2026 13:49 IST



PTI PRESS TRUST OF INDIA
India's premier news agency

General < Back

IBA Welcomes BRICS Focus on Circular Economy and Sustainable Waste Management

Tuesday, Sep 29, 2026 14:34:33 | Indian Beverage Association (IBA)

New Delhi, Delhi, India (NewsVair)

The Indian Beverage Association (IBA), representing manufacturers across India's non-alcoholic beverage sector, has assured its full support to the sustainability commitments outlined in the BRICS New Delhi Declaration, particularly its emphasis on integrated waste management, material circularity, and resource efficiency.

"The Declaration's recognition of Extended Producer Responsibility (EPR), eco-design, and sustainable public procurement as national policy instruments reflects a direction the beverage industry in India has already embraced," said IBA Secretary General Dr. Gunveena Chadha.

COVERAGE AT A GLANCE


145
PUBLICATIONS CARRIED THE RELEASE.

TOP 06
BY REPORTED REACH

29 SEPT 2026
RELEASE DATE

TOP PUBLICATIONS BY REPORTED MONTHLY REACH

Rank	Publication	Monthly Traffic (Reach)
1	ANI (wire syndication)	61,90,000
2	PTI (wire syndication)	11,87,000
3	MSN	85,20,00,000
4	News18	8,63,10,000
5	DailyHunt	1,55,40,000
6	Tribune India	55,70,000

FUELING INDIA'S FARM REVOLUTION

India's opportunity is no longer simply to produce more. It is to capture more value from what it produces — through processing, technology, packaging and global market access.

India

stands at a defining moment.

For decades, our strength in agriculture has been the backbone of food security and rural livelihoods. But the next phase of growth will depend on how effectively we convert this agricultural strength into higher value, globally competitive products.

The non-alcoholic beverage sector has a unique role to play in this transformation. By leveraging modern food processing, advanced technologies and innovative packaging, we can reduce post-harvest losses, unlock greater value for farmers, and meet evolving consumer demand at home and abroad.

Value addition is the key. Instead of exporting raw commodities, India must focus on processed, high-quality ingredients and finished products that command better returns. This not only enhances farmer incomes but also strengthens the resilience of our agri-food system.

Technology is enabling this shift. From advanced processing to precision packaging and traceability systems, innovation can improve quality, extend shelf life and ensure safety, while meeting the highest global standards. Sustainable and premium packaging further enhances the value proposition, aligning with both consumer expectations and environmental responsibility.

Trade policy is another important enabler. Free Trade Agreements (FTAs) can open new markets for India's processed food and beverage products, helping our farmers and businesses integrate into global value chains. With the right market access, India can position its agricultural ingredients and beverage innovations as trusted, premium offerings in international markets.

The opportunity before us is clear: by connecting our agricultural capabilities with process, technology, packaging and global trade, India can fuel a new farm revolution — one that delivers inclusive growth, strengthens rural economies and places Indian beverages firmly on the global stage.

FOUR AREAS FOR A STRONGER FARM-TO-MARKET JOURNEY



VALUE ADDITION
Moving beyond primary production to higher-value processed products.



TECHNOLOGY
Advanced processing, packaging, and traceability can strengthen quality and scale.



TRADE
FTAs can open new markets for Indian food and beverage exports.



GLOBAL OPPORTUNITY
Indian agricultural ingredients and beverage innovation can compete in expanding international markets.

“India can boost farmer incomes by processing local produce into premium beverages. FTAs and new technology can also expand exports and domestic demand.”

DR. GUNVEENA CHADHA
SECRETARY GENERAL,
INDIAN BEVERAGE ASSOCIATION

Source: Moneycontrol.com | Published on SEPTEMBER 29, 2026

MEET OUR SPEAKER

REAL CONVERSATIONS
FOR A HEALTHIER INDIA

Advocate Varun Kumar joins Sip the Truth for an important conversation on law, policy, regulation and the role of education in shaping a healthier, more informed India.

ADVOCATE VARUN KUMAR



Legal Advisor



Policy and
Regulations Voice



Wellness Advocate

BRINGING EVIDENCE TO THE CONVERSATION

Advocate Varun Kumar is known for his data-driven and evidence-based approach to public policy and regulation. He brings a legal perspective to complex debates, helping bridge the gap between facts, policy and real-world impact.

WHY THIS CONVERSATION MATTERS

As discussions around health and choices continue, it is increasingly important to separate evidence from assumptions. Advocate Varun Kumar's insights add depth and clarity to this timely conversation.

TOWARDS A HEALTHIER INDIA

Through informed dialogue and credible voices, Sip the Truth aims to encourage greater awareness, better choices and more balanced conversations — supporting a healthier, more informed India.

“If a beverage sits on a shelf somewhere, it's come a long way through rigorous tests and strict regulations.”

ABOUT
SIP THE TRUTH

A platform by the Indian Beverage Association for open, informed and evidence-based conversations on beverages, health and lifestyle.



Evidence,
not assumptions.



Real facts,
credible voices.



Better awareness.
Better choices.

There are moments when **DRINKABLE WATER** can't wait.

Packaged drinking water plays an essential role in situations where clean drinking water may not be readily available.



TRAVELING

Safe hydration on the go.



HOSPITALS

A reliable option in healthcare settings.



SCHOOLS

Supporting safe hydration for students.



WORKPLACES

A convenient source of safe drinking water.



PUBLIC GATHERINGS

Helping meet hydration needs at large events.



DISASTER RELIEF OPERATIONS

Critical in emergencies when local supply is disrupted.

A PRACTICAL, RELIABLE SOLUTION

In many situations – from natural disasters and extreme weather events to remote locations and large public gatherings – access to safe and clean drinking water can be limited.

Packaged drinking water provides a safe, hygienic and dependable hydration option, helping protect public health and well-being.

COMPLEMENTING PUBLIC WATER SYSTEMS

Packaged drinking water complements, rather than replaces, investment in robust public drinking water infrastructure. By providing a dependable option where access is uncertain, it helps bridge critical gaps and ensures people have access to safe potable water when and where it is needed most.



Safe hydration supports **healthier communities, stronger resilience** and a more prepared tomorrow.

SIP THE TRUTH



Evidence, not assumptions.



Real facts, credible voices.



Better awareness. Better choices.

CELEBRATING INDIA'S WATER CHAMPIONS

NATIONAL WATER AWARDS

CONSERVE TODAY
FOR A STRONGER
TOMORROW

Organised by the
**Ministry of Jal Shakti,
Government of India,**
the **National Water Awards**
recognise exemplary work in
conserving, managing and
securing India's water
resources.



RECOGNISING EXCELLENCE

Honouring individuals,
organizations and
institutions for
outstanding water
stewardship.



DRIVING INNOVATION

Showcasing
innovative solutions
for efficient and
sustainable
water management.



CREATING IMPACT

Highlighting
initiatives that deliver
measurable and
long-term benefits
for communities
and ecosystems.



BUILDING COLLABORATION

Inspiring collective
action across
industry, government
and communities for
a water-secure
future.



TOWARDS A WATER-SECURE INDIA

Advancing resilience,
sustainability and
equitable access
to water for
generations to come.

MEET OUR SPEAKER

REAL CONVERSATIONS
FOR A HEALTHIER INDIA

Shiv joins Sip the Truth for an engaging conversation on fitness, wellness and the role of healthier beverages in everyday lifestyles.

SHIV



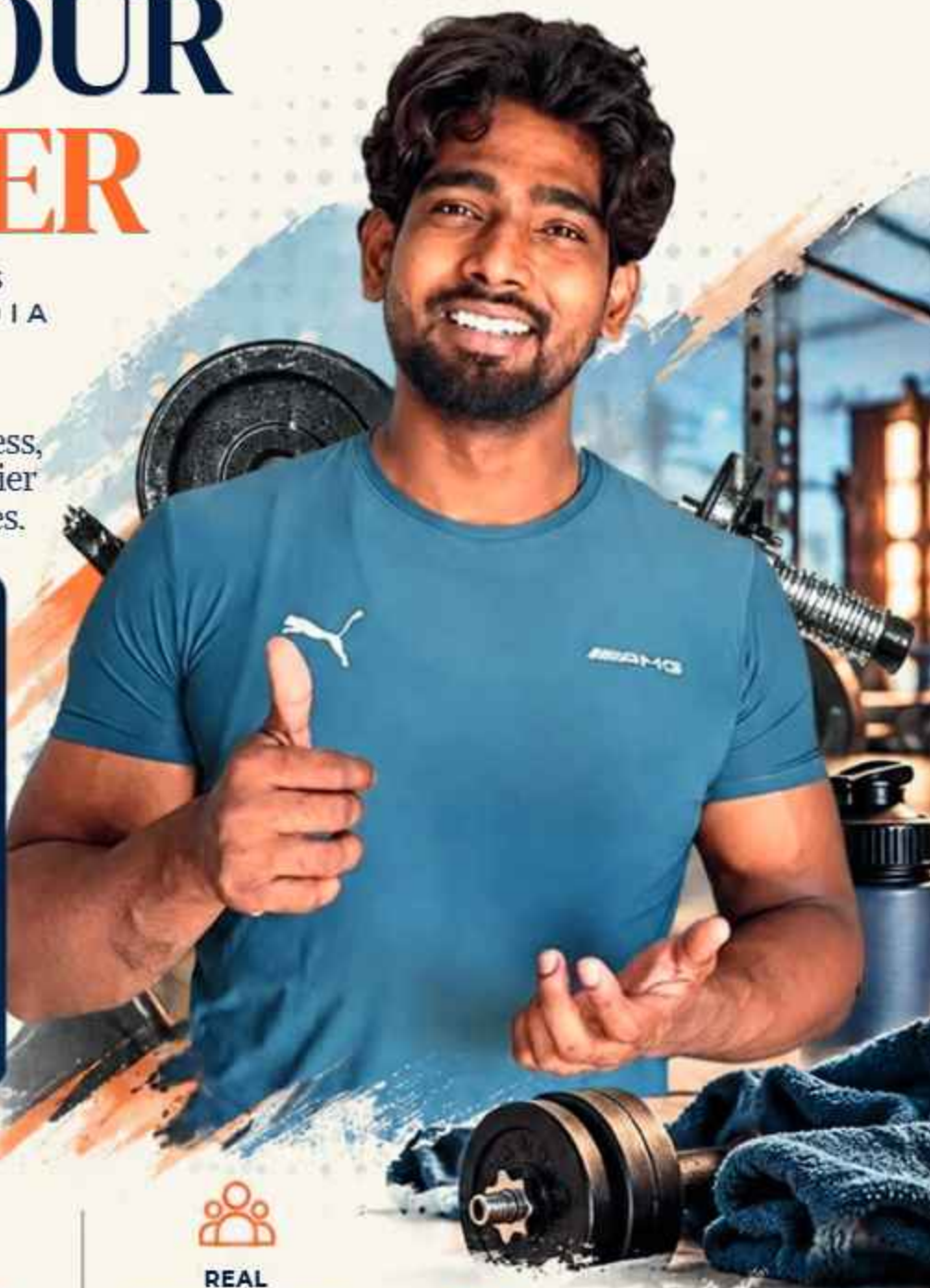
Personal Trainer



Fitness Enthusiast



Wellness Voice



**PASSION
FOR FITNESS**

Shiv brings a practical, real-world perspective on fitness, movement and building healthier, more active lives.



**WELLNESS
FOR FITNESS**

From everyday habits to sustainable routines, Shiv inspires people to prioritise their physical and mental well-being.



**REAL
CONVERSATIONS**

On Sip the Truth, Shiv shares insights on how informed choices — including healthier beverages — can support an active, balanced lifestyle.

“

*Fitness isn't a trend.
It's consistent action,
rolled into a routine and
forged into discipline.*

”

ABOUT
SIP THE TRUTH

A platform by the Indian Beverage Association for open, informed and evidence-based conversations on beverages, health and lifestyle.



Evidence,
not assumptions.



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Better awareness.
Better choices.

SPECIAL FEATURE

From Orchard to Glass

A closer look at how India's rich agricultural produce is transformed into safe, high-quality, innovative and refreshing beverages — creating value for farmers, supporting rural economies and delighting consumers at home and around the world.

PROCESSING & EXTRACTION

03

Modern processing techniques unlock natural flavours, nutrients and functional benefits, while ensuring safety, consistency and minimal waste.

PACKAGING

For a better tomorrow Safe, sustainable and innovative packaging — including aseptic cartons — keeps beverages fresh, extends shelf life and meets evolving consumer and environmental needs.

01 ORCHARD & SOURCING

India's diverse agro-climatic regions give us a rich variety of fruits and botanicals, sourced responsibly from farmers and local producers.

02 SELECTION & QUALITY ASSURANCE

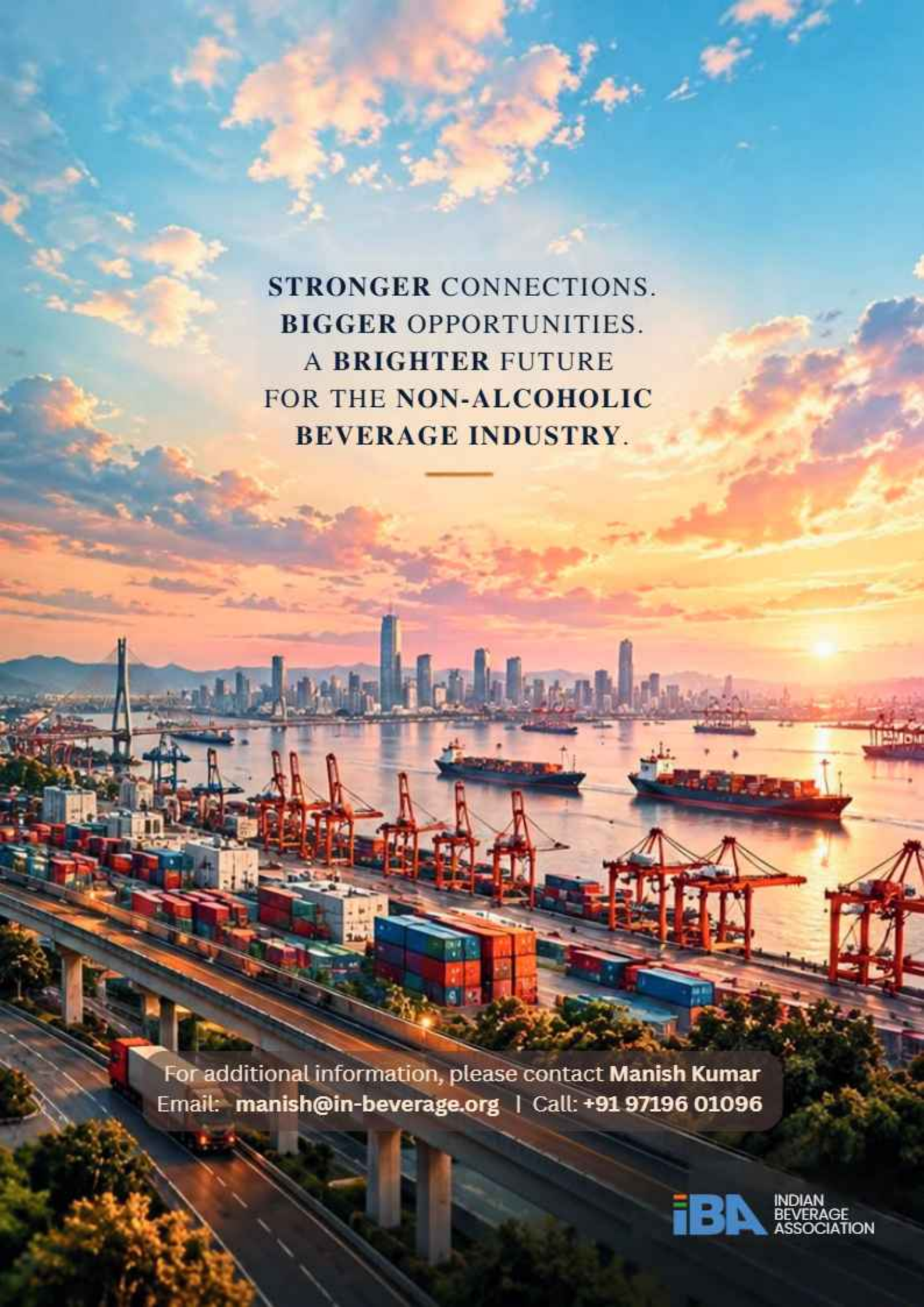
Produce is graded, tested and carefully selected to ensure consistent flavour, safety and suitability for beverages.

04 INNOVATION & PRODUCT DEVELOPMENT

Blending tradition with technology to create a wide range of beverages — from juices and nectars to functional, low-sugar and ready-to-drink formats.

06 MARKETS & CONSUMERS

From local communities to global markets, Indian beverages are reaching a wider audience, meeting changing lifestyles and tastes.



**STRONGER CONNECTIONS.
BIGGER OPPORTUNITIES.
A BRIGHTER FUTURE
FOR THE NON-ALCOHOLIC
BEVERAGE INDUSTRY.**

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