

Leading Indian Companies come together to form the 'Indian Beverage Association' (IBA)

- *Companies that have subscribed to the association include- Dabur India Ltd, Red Bull India Pvt. Ltd, Jain Irrigation Systems Ltd, Tetra Pak India Pvt. Ltd, Pearl Drinks Ltd, Bengal Beverages Ltd, Coca-Cola India Pvt. Ltd and PepsiCo India Holdings Pvt. Ltd.*
- *The Indian Soft Drinks Manufacturers Association is also a member of the IBA.*
- *Indian Beverage Association to act as a common voice representing the overall non-alcoholic beverage industry.*
- *It will create platforms for members to deliberate and address industry concerns, issues of mutual interest and other stakeholder issues.*

New Delhi, June 07, 2010: Leading Indian companies with direct and allied interests in the non-alcoholic beverage industry have come together to form the **Indian Beverage Association (IBA)**. These companies include **Dabur India Ltd, Red Bull India Pvt. Ltd, Tetra Pak India Pvt. Ltd, Pearl Drinks Ltd, Bengal Beverages Ltd, Jain Irrigation Systems Ltd, Coca-Cola India and Pepsico India Holdings Pvt. Ltd.** The **Indian Soft Drinks Manufacturers Association (ISDMA)** is also a member of the IBA. The Indian Beverage Association is the first such industry organization in India. It intends to act as a common voice for the non-alcoholic beverage industry and play an increasingly significant role in the growth of this sector, a sector that drives the economy by providing employment opportunities and driving Income growth.

According to **Arvind Varma, Secretary General, Indian Beverage Association** "We are extremely happy to announce the formation of India's first-ever **Indian Beverage Association (IBA)**. IBA aims to be the national voice for the non-alcoholic beverage industry and to effectively represent the members' interests. The Association will serve as an inter-face between the industry, the government and the public, besides providing a unified and focussed viewpoint in respect of legislative and regulatory matters. It will also serve as a platform to share and exchange knowledge and information on industry best practices related to non-alcoholic beverage Industry. We are hopeful that we will shortly be able to get other leading players of the industry to join the Association."

The key objective of the IBA, headquartered at the PHDCCI House on Siri Fort Road in New Delhi, is to address members' common concerns pertaining to the Central and State Governments, various regulatory agencies, trade associations and other stakeholders and parties. It will help facilitate the framing, development and dissemination of best practices related to environment, quality, manufacturing, and other relevant areas, with the objective of continuing the manufacture and supply of safe, healthy and high quality non-alcoholic beverages for the consumers. The Association also aims to pro-actively interact with the Central and State Governments and other apex Industry Chambers for the formulation of policies and rules that may help promote and protect the interests of the non-alcoholic beverage Industry in its endeavour to serve the consumers better.