Beverages: Indian Scenario

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Market for Beverages in India

- Indian Food Industry to be $300 billion by 2015 from the present $200 billion
- About 25% in organised and 75% in unorganised
- Non-alcoholic beverages market around $5 billion
- Health beverages market is $300 million and is the fastest growing
Why People Drink Beverages

- Quench the Thirst (Hydration)
- Health Benefits of Water
- Medicinal Benefits of Beverages
Functions of Water in Body

- Regulates body temperature
- Moistens tissues such as those in the mouth, eyes and nose
- Lubricates joints
- Protects body organs and tissues
- Lessens the burden on the kidneys and liver by flushing out waste products
- Helps prevent constipation
- Helps dissolve minerals and other nutrients to make them accessible to the body
- Carries nutrients and oxygen to cells
Health Benefits of Drinking Water

- Lose Weight
- Regulates Body Temperature
- Natural Remedy for Headache
- Look Younger with Healthier Skin
- Better Productivity at Work
- Better Exercise & Relieves Fatigue
- Helps in Digestion & Constipation
- Less Cramps & Sprains
- Good Mood
- Reduces Risk of Cancer, CVD, Respiratory Infection, Arthritis
- Helps Distribute Nutrients to Tissues
- Detoxifies & Reduces Risk of Kidney Stones
Water: Part of Indian Meal
What are Indian Beverages

- Alcoholic
- Non-alcoholic
  - Tea, Coffee etc.
  - Carbonated soft drinks
  - Bottled fruit based beverages
  - Other Beverages
  - Very Little in Organised Sector
Coconut Water

- Clear liquid of young tender coconuts
- Popular beverage in tropics
- Available in canned, bottled & in Tetra Pak
- Nutritious
- Given to convalescing patients, aged, those requiring special diets

Nuts, coconut water

<table>
<thead>
<tr>
<th>Nutritional value per 100 g (3.5 oz)</th>
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<tbody>
<tr>
<td><strong>Energy</strong></td>
</tr>
<tr>
<td><strong>Carbohydrates</strong></td>
</tr>
<tr>
<td>- Sugars</td>
</tr>
<tr>
<td>- Dietary fibre</td>
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<tr>
<td><strong>Fat</strong></td>
</tr>
<tr>
<td><strong>Protein</strong></td>
</tr>
<tr>
<td><strong>Water</strong></td>
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<tr>
<td><strong>Vitamin A equiv.</strong></td>
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<tr>
<td>- beta-carotene</td>
</tr>
<tr>
<td>- lutein and zeaxanthin</td>
</tr>
<tr>
<td><strong>Thiamine (Vit. B₁)</strong></td>
</tr>
<tr>
<td><strong>Riboflavin (Vit. B₂)</strong></td>
</tr>
<tr>
<td><strong>Niacin (Vit. B₃)</strong></td>
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<tr>
<td><strong>Pantothenic acid (B₃)</strong></td>
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<tr>
<td><strong>Vitamin B₅</strong></td>
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<td><strong>Folate (Vit. B₉)</strong></td>
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<tr>
<td><strong>Vitamin C</strong></td>
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<td><strong>Vitamin E</strong></td>
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<td><strong>Potassium</strong></td>
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<td><strong>Zinc</strong></td>
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Lassi & Buttermilk

- Lassi: yogurt-based drink made by blending yogurt with water & spices like cumin & optional sugar
- Higher fat content than buttermilk, which is liquid remaining after churning soured cream to remove butter but also made from fermented cow’s milk
- Rich in calcium, lower fat and lactose than milk and contain B vitamins
Nimbu Pani

- Indian lemonade: lemons, water, sugar & salt
- Summer refresher
- May be flavoured, spiced and other juices added for additional flavour & colour
- Rich in vitamin C
Aam Panna

- Made from green mangoes
- Tasty & healthy beverage with cooling property especially in Indian summer
- Good source of B and C vitamins
- Given to convalescing patients
Jal Jeera

- Indian beverage made with water & predominantly jeera (cumin)
- Also contains ginger, black pepper, mint, black salt, fruit powder (mango, lemon), chili powder etc.
- Helps digestion with cooling effect of mint
Kala Khatta

- Tangy beverage originally prepared with Jamun (Indian blackberry or Java plum) with lime and spices containing black salt, pepper & salt with sugar.
- Very common with street vendor who prepares crushed ice, making into a ball and pours syrup on it.
- Also popular as beverage.
Kokum Sharbat

- Cocum (Garcinia indica) has culinary, pharmaceutical & cosmetic properties
- Contains hydroxy-citric acid used for weight reduction
- Used in curries and for making cooling sweet beverage from kokum syrup
- Kokum sherbat besides protecting against dehydration & sunstroke also helps lower fever & allergic reactions
- In Ayurveda, used to treat dysentery, infection & haemorrhoids, and helps cardiovascular system & stabilises liver function
Rooh Afza Sharbat

- Drink concentrate prepared in India over 100 years ago
- Contains herbs, fruits, vegetables, flowers, root & sugar
- Can be taken with milk or water
- Refreshing drink with therapeutic & nutritional value
- Prevents dehydration & heat stroke
- Stimulates heart, liver & kidney functions
New Regulation

- FSSA (Food Safety & Standards Act) 2006 allows making functional foods with nutraceuticals
- Ingredients with physiological activity
- Ayurvedic ingredients
- Tremendous scope for new food products containing ingredients that would reduce risk of diseases like cardiovascular diseases, cancer, hypertension, diabetes, age-related macular degeneration etc.
- Dietary & Nutritional Supplements like Revital, Supractiv, Nutrigo etc. contain ginseng etc.
- Act provides for such products but no regulations made yet
Thank You!