

## **Report of the Managing Committee for the year 2023-24**

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 2023-24.

2. 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 authorities in the Government. It is a matter of gratification that IBA has been discharging this role with increasing relevance and usefulness in these years, having created a 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.

3. The Managing Committee of IBA held five 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.

4. I am thankful to members of the Association for their cooperation and guidance. Indian Beverage Association successfully organized the first National Beverage Conclave on 6<sup>th</sup> July 2023. It received good attendance, critical positive feedback and extensive media coverage. The Media Coverage Report and Event Report has been shared with all Members of IBA. The IBA has also shared the recommendations of the event with all concerned authorities in the government.

5. The IBA Managing Committee agreed to engage ICRIER for a Study on Evidence Based Policy Paper on Carbonated Beverages. The objective of the Study assigned to ICRIER was to prepare a Comprehensive Advocacy Strategy inclusive of sectoral contribution to the economy in terms of employment creation, revenue generation, investments, impact on industry innovation and need for consumer preferences. A Sub Committee of IBA has been constituted to coordinate timely flow of the relevant information from the sector companies and monitor timely completion of the report by ICRIER.


6. As the members are aware that from the last many years, we are trying to draw the Government attention towards the higher taxation on the non-alcoholic beverage products. Though it is one of the important Sectors in making significant contribution to the national economy but our efforts for rationalization of GST on various non-alcoholic beverage products, has not been successful. Our members' and IBA Secretariat are regularly attempting to outreach the concerned authorities in Central and State governments to convince them about the urgent need for GST rationalization and I hope that our efforts may cut some ice this time when government undertakes the exercise of comprehensive review of the GST rates.

7. As 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 are in the process of adding some new members in IBA and I am fully confident that efforts to increase the membership of Association will be one of the prime objectives of the Members. Our members are aware that in the last General Meeting of the Association we had amended our Rules to enable Associate Members to apply for upgradation of their membership to become Subscriber Members of the IBA and participate more actively in the day to day activities of the IBA. I am glad to inform that after this amendment our two member companies e.g. M/s Bisleri International Ltd and M/s Varun Beverages Ltd have joined the privileged group of the Subscriber members. I extend them a warm welcome.

8. I am also happy to acknowledge the desire of the members to strengthen IBA by hiring additional resources in view of its expanding outreach and increasing workload. Accordingly, the Association has undertaken the process of hiring of more resource personnel on requirement basis with the approval of the Managing Committee.

9. The Secretary General will also present his report for the year 2023-24 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.

  
(C K Jaipuria)  
President

September 27, 2024.