

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
LOK SABHA**

**UNSTARRED QUESTION NO. 493.
TO BE ANSWERED ON WEDNESDAY, THE 05TH FEBRUARY, 2020.**

GROWTH OF FMCG COMPANIES

493. SHRI SISIR KUMAR ADHIKARI:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the growth of Fast-Moving Consumer Goods (FMCG) companies has registered a decline in sales since 2018 till January 2020;
- (b) if so, the details thereof;
- (c) whether there has been a decline in the demand for FMCG products in rural India also;
- (d) if so, the details thereof; and
- (e) the details of the reaction and proposal from the FMCG companies to the Government along with the steps being taken to increase FMCG sales?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

**THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

- (a) to (e):** Fast-Moving Consumer Goods (FMCG) encompasses a diverse range of products. Department for Promotion of Industry and Internal Trade under Ministry of Commerce and Industry does not maintain specific sales or manufacturing data regarding Fast-Moving Consumer Goods (FMCG) Sector. Ministry of Corporate Affairs has also informed that they do not maintain information relating to FMCG sector separately. Companies usually diversify their activities and generate revenue from multiple activities.
