

GOVERNMENT OF INDIA
MINISTRY OF FOOD PROCESSING INDUSTRIES
LOK SABHA
UNSTARRED QUESTION NO. 6423
ANSWERED ON 02ND APRIL, 2026

MARKETING OF INDIAN BEVERAGES BRANDS

6423. SHRI UTKARSH VERMA MADHUR:

Will the Minister of *FOOD PROCESSING INDUSTRIES* be pleased to state:

- (a) whether the Indian market still has a greater share of foreign beverages brand than domestic brands and if so, the details thereof;
- (b) whether there is any proposal for worldwide marketing of Indian beverages brands and if so, the details thereof;
- (c) whether there is any incentive scheme to support Indian companies and if so, the details thereof; and
- (d) the details of the measures being taken to promote food processing industry in rural areas?

ANSWER

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES
(SHRI RAVNEET SINGH)

(a): The Indian beverage market is broadly classified into two segments. The first comprises categories predominantly led by domestic brands, such as packaged water, fruit juices, ready-to-drink (RTD) tea, and Indian Made Foreign Liquor IMFL spirits, etc. The second includes segments where foreign brands have a stronger presence, including carbonated soft drinks, energy drinks, and premium spirits, etc. However, specific data on the share of foreign beverages brands and domestic brands in Indian beverages is Indian market is not maintained at MoFPI

(b) to (d): The Ministry of Food Processing industries (MoFPI) is implementing “Production Linked Incentive Scheme for Food Processing Industry (PLISFPI)” to support creation of global food manufacturing champions commensurate with India’s natural resource endowment and support Indian brands of food products in the international markets with an outlay of Rs. 10,900 crores. The PLISFPI has been formulated based on the Production Linked incentive scheme of NITI Aayog under “Aatma Nirbhar Bharat Abhiyaan for Enhancing India’s Manufacturing Capabilities and Enhancing Exports”. The Scheme is being implemented over a six-year period from 2021-22 to 2026-27. Fruit based beverages are eligible under the scheme.

The scheme objectives are to support food manufacturing entities with stipulated minimum sales and willing to make minimum stipulated investment for expansion of processing capacity and branding abroad to incentivize emergence of strong Indian brands. It aspires to not only support creation of global food manufacturing champions, but also to strengthen select Indian brand of food products for global visibility and wider acceptance in the international markets,

increase employment opportunities of off-farm jobs and ensure remunerative prices of farm produce and higher income to farmers. The implementation of the scheme would facilitate expansion of processing capacity and create employment for nearly 2.5 lakh persons by the year 2026-27. Fruit based beverages are also eligible for assistance from PLISFPI amongst other processed food products.

This apart, Agricultural and Processed Food Products Export Development Authority (APEDA) provides incentives to processed food exporters under its different schemes for infrastructure, quality, market development etc. These schemes are implemented across the country, including rural areas.

Apart from this, with the objective to boost investments and sourcing of Indian food products including beverages, MoFPI organized 4th edition of a Mega Event, called “World Food India” in September 2025 at Bharat Mandapam, New Delhi to showcase domestic Industry and provide it with collaborative opportunities with international stakeholders. The event invited global food processing companies, innovators, supply chain stakeholders, equipment manufacturers etc. on a collaborative platform and to provide foreign companies with tie-up/ business opportunities with its Indian counterparts.
