ALCOHOLIC BEVERAGES INDUSTRY IN INDIA: AN EXPLORATORY STUDY

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ABSTRACT
India is the 3rd largest liquor market in the world and one of the fastest growing markets in the world, on the back of demographics & economy. The Indian liquor market, which is divided into various categories like IMFL (Indian-made foreign liquor), imported liquor, beer and country-made liquor, is brimming with growth. Challenges like the restrictive policies of states with regard to movement, production, pricing, etc, increase in raw material prices (like ENA, glass, molasses etc) and impositions applied on advertising pose huge challenges for the industry. But with favorable demographics, rising disposable income levels and greater acceptance of alcoholic beverages in social circles, the outlook for the Indian alcoholic beverages continues to remain positive. In addition, changing consumer preference towards premium varieties of IMFL is likely to result in sales-mix gradually improve in favor of premium brands. Indian Alcoholic Industry currently pegged at INR 507bn is stated to grow at a CAGR of ~29% to reach INR 1400bn by 2015. The alcoholic beverages industry, as they say is recession-proof. With a rising and promising GDP, the economic status of India is robust. Rising social acceptability, conspicuous consumption and high disposable income of the globalized consumer is pushing the industry to newer heights. Also, rapid urbanization in metros and tier-2 cities, is contributing further to the growth. The present study is an attempt to analyze exploratory and to understand the various factors which are fuelling the growth of Indian alcoholic beverages industry.

Keywords: Liquor, Alcoholic beverages, hotel industry, GDP and beverage industry.

INTRODUCTION
The global alcoholic drinks industry is expected to exceed $1 trillion in 2014 and is expected to witness moderate growth and reach an estimated $1,369.5 billion by 2018. Increasing demand of alcoholic beverages in emerging countries because of their huge population base and growing consumption of alcohol by the young generation as well as rising disposable income supports the industry growth. Alcoholic beverage includes three segments such as wine, beer, and spirit. From the analysis presented, alcoholic beverage raw material suppliers as well as alcoholic beverage producers will recognize that valuable opportunities exist in the global alcoholic beverage industry, due to impressive trends in demand quantity and growth, based on the various markets.. Market volume is predicted to reach almost 210 billion liters in 2014, a 10% increase in five years. Beer, cider and flavored alcoholic beverages represent the leading market segment with over half of the overall market value. The EU represents almost 57% of the world alcoholic drinks market. The industry is characterized by fragmentation with the three leading companies holding almost 40% of overall market volume. The market is lead by Anheuser-Busch InBev, which has over 20% of the overall market volume. Alcoholic beverages include beer, cider, ale, wine (including sparkling, barley, and rice wine) and spirits such as rum, whiskey, brandy and vodka. Almost 40% of the world's alcoholic beverage consumption involves branded drinks that are usually large companies operating at an international level and investing heavily in marketing to promote image and encourage consumer loyalty. The world beer industry contracted by almost 0.5% in 2009, hitting $471 trillion. The market is expected to reach close to $497 billion by 2014, a near 6% increase in five years. The market, which exceeded a volume of 148,000 million liters in 2009, is predicted to exceed 160,000 million liters in 2014, representing 8% growth. Regular lager is the leading market segment, representing almost 56% of overall market value. The EU holds almost 48% of the global beer market. The global cider market is expected to exceed $2.5 billion by 2015, according to Global Industry Analysts. Growth is being driven by demand for organic products and drinks with low alcohol content. The UK is the world’s biggest and most rapidly expanding cider market, partly thanks to aggressive marketing, increased demand from young consumers, and rising disposable incomes.

The world wine market is expected to exceed 26 billion liters by 2015, reports Global Industry Analysts. Growth potential is more evident in developing nations such as India, China and Russia. Wine consumption is driven by claims of health benefits such as a degree of protection against
cancer, cardiovascular disease, muscular degeneration and Alzheimer’s disease and evolving tastes. In recent years the market has been generating higher profits partly due to internet retail. Traditional regional leaders such as Italy and France are being forced to become more competitive to stave off rivals in the form of newer regions such as Australia and China. The global wine market is under pricing pressure due to a sizeable supply glut. The global spirits market expanded by more than 3% in 2010 to exceed $262 billion. The market is expected to exceed 306 billion in 2015, a 17% increase in five years. The market’s volume, which exceeded 19,000 million liters in 2010, is predicted to reach almost 22,000 million liters in 2015, representing a 10% increase. Whiskey leads the market, holding over 26% of overall market share. The EU represents almost 48% of the market’s overall value. Diageo is the top spirits company in the world, with over 5% of overall market volume. Leading companies on the global alcoholic beverage market include: US-based Bacardi, which produces and sells 10 types of rum and 200 other brands including Bombay Sapphire gin and Grey Goose vodka; the world’s leading wine retailer Constellation Wines; and Australian Fosters, which employs over 2,000 people, sells its products in over 45 countries and was purchased by SABMiller for nearly $12 billion in 2011. Though established markets are expected to see beer and spirits demand fall, emerging markets will likely step up to counterbalance this decline. Demand for beer and spirits will shrink in the EU in particular, but is set to rise in Latin America, Asia Pacific and the Middle East. To offset waning demand, companies are likely to focus on marketing lower-alcohol content beverages in a wider range of flavors to at-home consumers. Emerging markets hold the greatest potential for the industry, in particular beer sales in the African market and spirits in countries such as India and China. Companies that adapt their products to local tastes are likely to reap the rewards. Marketing and cost control will both prove crucial to keeping the competitive edge moving forward.

Indian Alcoholic Beverage Industry

Alcohol is playing an increasingly important role in India’s emerging economy as the number of consumers of spirits and imported alcoholic brands is growing rapidly. India is the dominant producer of alcohol (65%) in South East Asia region and contributes to about 7% of total alcohol beverage imports into the region. Alcohol use in India has registered a steady growth rate of 10 to 15% each year during the past decade with greater expansion seen in southern parts of India. The per capita consumption of alcohol has gone up by 106.7% in India over the 15 years period from 1970-19962 India is now one of the key markets for the global spirits industry. The alcohol industry includes the producers of distilled spirits, beer, wine, network of distributors, wholesalers, and related industries including hotels, restaurants, bars, and advertisers. The harmful use of alcohol is a global problem which comprises individual, social and economic implications. It not only affects the physical and psychological health of the drinker but also has adverse effects on health and wellbeing of other people around the one who drinks. The major individual harms related to alcohol are coronary heart disease, breast cancer, tuberculosis, motor vehicle accidents, liver cirrhosis and suicide. According to the Global Burden of Disease report (GBD), 2010, the burden of disease attributable to alcohol in 2010 was substantial. It accounted for 4.9 million (95% CI: 4.5 million to 5.2 million) deaths and 5.5% (95% CI: 5.0–5.9) of global DALYs in 2010. Heavy drinking is associated with more frequent ill-health especially accidents and injuries, chest pain and heart problem followed by high blood pressure and poorer psychological well-being. For people aged 15–49 years, the leading risk factors for global disease burden worldwide are alcohol use, tobacco smoking including second hand smoke (SHS) and high blood pressure. The World Health Organization (WHO) Global Strategy to reduce the harmful use of alcohol was adopted by the 193 members of the United Nations during the World Health Assembly (WHA) in 2010. This document contains a proposal for the adoption of the global strategy including a framework for action for the implementation of the global strategy. The plan of action focuses on the 10 areas for policy action including 5 strategic objectives. Among other important strategies and interventions, it identifies importance of reducing the impact of marketing, particularly on young people and adolescents, as an important consideration in reducing harmful use of alcohol. Alcohol consumption is reportedly decreasing in the developed world; however, it is increasing manifold in developing countries, including India. Although India’s consumption of alcohol is still low compared to the rest of the world, the trends are a cause for worry. About 32% of Indians consume alcohol, out of which 4-13% are daily consumers. Around 30-35% of adult men and approximately 5% of adult women consume alcohol on average. The average age of initiation of alcohol use has reduced from 28 years during the 1980s to 17 years in 2007. According to the NFHS-3 (2005-06) data, 27% of men and 0.5% of women in the highest wealth quintile drink alcohol, while 41% of men and 6.2% of women with lowest wealth index drink alcohol. Urban and rural men consume alcohol...
almost equally (30.9% and 32.5% respectively). But among females the prevalence ratio is 0.6% and 3.0% respectively. Alcohol usage is more in educationally deprived populations (42.8% men and 4.3% women with no education versus 24.8% men and 0.6% of women with highest level education. The regulatory environment for alcohol in India has changed a great deal in the last two years. Sale of alcohol has been banned in various places, including bus stops, open markets, railway stations, petrol stations and airports. Alcohol advertising has been banned, along with drinking in public places. Hours of trading have been limited, prohibiting the sale of alcohol between 11pm and 8am. However, Indian imported spirits are growing 25% yearly and it is estimated that Indian spirit imports will soar to five million cases by 2015, says 88% of alcohol consumption in India is spirits, while 10% comes from beer and only 72% from wine. Whisky remains the most widely consumed imported spirit in India. A minimum price has recently been placed on vodka, doubling the price of the cheapest brands. Rum has potential to attract new drinkers, being the drink of choice for young adults who wish to seem rebellious. Although the Constitution of India includes the prohibition of alcohol among its Directive Principles, more than 60 years later there is no national policy for alcohol control. Alcohol is a state subject and the aim of most state policies is to earn revenue from alcohol products. Most states derive around one-fifth of their revenue from alcohol taxation, which is their second largest source of income after sales tax. Each state and union territory has full control of its alcohol legislation and state excise rates, as well as the organization of the production, distribution, and sale of alcohol. There are different policies that govern different aspects of alcohol in each state. However, there is a need for a comprehensive national policy that at a minimum would set standards for how states regulate alcohol production, distribution, and consumption.

There are 3 broad categories – IMFL (Indian Manufactured Foreign Liquor which includes whiskey, rum, brandy, vodka & gin), Beer and Country Liquor (cheaper, spiced liquor). The per capita consumption is 2 liters/adult/year (calculated from official 2003 sales and population figures) and becomes 4 litres/adult/year taking into account undocumented consumption (45-50%). Licit and illicit spirits i.e. government licensed country liquor and illicitly distilled spirits constitute more than 95% of the beverages drunk by both men and women. Wine is a nascent but growing market. (Benegal, 2005)

**Fig -1: Structure of Alcohol Industry in India**

<table>
<thead>
<tr>
<th>Type of Alcohol</th>
<th>Market Share</th>
<th>Pricing</th>
<th>Geographical Consumption</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMFL</td>
<td>36%</td>
<td>Affordable and competitive</td>
<td>Mostly south India</td>
<td>Above 25</td>
</tr>
<tr>
<td>Country Liquor</td>
<td>40%</td>
<td>Cheap price that is the driving factor</td>
<td>All over large scale to tribal belt</td>
<td>Above 25</td>
</tr>
<tr>
<td>Beer</td>
<td>13%</td>
<td>Expensive</td>
<td>Urban cities, AP</td>
<td>18-40 years</td>
</tr>
<tr>
<td>Illicit Liquor</td>
<td>NA</td>
<td>Extremely cheap/no duty levy</td>
<td>Small towns and villages</td>
<td>NA</td>
</tr>
<tr>
<td>Imported Liquor (OS + Wine)</td>
<td>3%</td>
<td>Luxury</td>
<td>Metropolitan cities, wine plants</td>
<td>Women/55 and above</td>
</tr>
</tbody>
</table>

Source: PHFI

**Fig -2: Regional Distribution of Alcohol in India**

Source: PHFI

**Indian Made Foreign Liquor**

IMFL comprises brown spirits like whisky, rum, and brandy; and white spirits like gin, vodka, and white rum. Indians still prefer brown spirits (95 percent consumption by volume) over white spirits (5 percent consumption by volume). Whisky is the most popular drink among the spirits, accounting for about 60 percent of the IMFL market. Whisky consumption is reportedly expected to grow 8-8.5 percent annually. The overall IMFL market is increasing at the rate of 9-10 percent annually. IMFL spirits are made under government license. The maximum permissible limit for alcohol content in spirits is 42.8 percent v/v (volume to volume). The IMFL industry saw a growth of 11.9 percent in the last financial year 2011-2012. One notable factor in the IMFL segment is the tremendous growth in the vodka market. It is the fastest growing among all types of liquors. Although it accounts for only about 4 percent of the IMFL market, its consumption has been growing at the rate of about 44 percent over the past few years. The major drivers for this growing demand seem to be its increasing popularity among young drinkers who prefer white spirits over brown spirits; aggressive marketing with the introduction of new flavors; increasing overseas travel among Indians, making them develop a taste for imported white spirits; and preference for white spirits among women.

**Country Liquor**

Country liquor is the largest consumed alcohol type in India (about 50 percent of the market), growing...
at a rate of 6-8 percent per year with faster growth in some states in the north and east. The average alcohol content in country liquor is 33 percent v/v. It is produced in local licensed distilleries and is made of cheap raw material, primarily rectified spirits of grains or molasses. The raw materials used in the production of country liquor vary from state to state. In the northern states, the availability of molasses is in abundance due to large sugarcane plantations, while in the southern states coconut and other palms are used as raw materials in the production of local liquor. Each state may have a different name for country liquor, but it is mostly known as arrack, desi sharaab, daru, tharra, toddy, fenny and tari. As the production cost for country liquor is low, the excise duties are also lower than they are for other liquor. The idea behind country liquor was to provide cheap alcohol and thus check the illicit trade of alcohol. However, illicit production of country liquor is still fairly common in India. Some alcoholic drinks that are low in alcohol content are also made in homes in some tribal areas.

**Beer**

Although India got its first brewery in 1830 (in Kasauli, later shifted to Solan) and there has been steady beer-drinking through the centuries, beer has become a popular beverage in the country only over the last two decades. This could perhaps be linked to the entry of foreign companies which began acquiring Indian breweries around the late 1990s. The market for beer is growing rapidly now, at a rate of about 17 percent per year. Indians consume about 1.5 litres of beer annually; the global average is 27 litres. In India, beer is manufactured in licensed breweries and there are more than 60 beer brands available in the market. Over the years, strong beers (which contain 5.1-8 percent of alcohol v/v) have been gaining popularity over standard and premium categories, which have lower alcohol content. The growth in the beer market appears to be driven by young consumers and professionals who consider beer a trendy drink, as compared with traditional spirits. There is also a small demand for foreign beer in the upmarket urban areas. The highest levels of beer consumption in India are observed in the southern states.

**Wine**

Wine was not produced or consumed on a large scale in India until recently. Urbanization and globalization have led to a radical increase in the sale of wine, mainly in the bigger cities like Mumbai, New Delhi, and Bangalore. Wine companies are especially targeting urban women. The annual growth rates have been recorded at 20-25 percent and are expected to increase. Though champagne and other sparkling wines are gaining popularity, they are far behind in comparison with red and white wines. The major reasons for this upswing in wine consumption are: increase in the levels of disposable income, lifestyle changes, and exposure to international experiences. India imports wine from many countries, with France being the leading exporter, followed by Australia, the United States, and Italy. India has a small, but growing, production segment in wines. In 2000, there were only six wineries and the number rose to 65 in 2008. Most of the wineries are located on the Pune-Nashik belt. The major domestic players are Chateau Indage, Sula, and Grover Vineyards.

**Foreign Liquor Bottled in Origin (BIO)**

Imported liquor forms a very small part of alcohol consumption in India. It is usually imbibed by the rich and upper middle class in metropolitan cities and is also popular among young professionals and entrepreneurs who migrate from local brands to international brands. International exposure to imported liquor and developing a taste for it during international travel are also reasons for its increasing popularity. Apart from excise duties, it is also subjected to customs duty, making it much more expensive. The imported spirits market in India is growing 25 percent yearly and it is estimated that Indian spirit imports will soar to five million cases (a case contains 12 bottles) by 2015.

**Illicit Alcohol**

There are a number of distilleries that produce alcohol illegally. They do not follow any set standards and thus have no quality control. The alcohol produced from these units is usually adulterated and may contain a highly fatal substance called methylated spirit or methanol. This added methylated spirit can lead to death or blindness. Most of the illicit production occurs in a cottage industry like set-up. In addition to commercial production, it is fairly common to produce illicit liquor in homes for personal use. Apart from being adulterated and harmful, illicit alcohol also evades all national and state-level taxes and duties, thus making it very cheap and affordable.

**ALCOHOL BEVERAGE MARKET IN INDIA**

South India dominates the alcohol market in India, with that region accounting for about 60 percent of total IMFL sales and 45 percent of total beer sales10. Globally, most spirits are derived from grains and other raw materials may include potatoes, sugarcane, and fruit spirit10. However, in India, the most common raw material is molasses, a derivative of sugarcane. Some Indian alcohol industries are gradually introducing grain-based spirits10. The consumption of spirits and hard liquor accounts for the majority of alcohol consumption in India. However, the scenario is gradually changing. In fact, most countries are experiencing changing trends, with people switching over to white spirits like vodka and gin and to drinks with lower alcoholic content.
content like beer and wine. In India, the IMFL (notably vodka) market is increasing at a higher rate as compared with country liquor categories and is likely to see tremendous growth in the distant future. Though there is a huge market for country liquor and illicit alcohol in India, the most prominently visible markets are the ones for IMFL and beer. The reason for this is that these sectors have multiple production units, wide distribution networks, and strategic marketing plans. These industries have an established infrastructure and they constantly monitor their growth, market share, and other competitors. On the other hand, the country liquor industry is more localized. It does not have nationwide known brands; the producers are regional or local and make local brands. This industry does not even engage in much advertising or promotion of its brands, partly because there is less competition and the market is local.

Fig -3: Profile of Indian Alcohol companies

<table>
<thead>
<tr>
<th>Company/Region</th>
<th>Geographic Presence</th>
<th>Type of License</th>
<th>Market Share</th>
<th>Business Model</th>
<th>CSR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian Spirits</td>
<td>Bharat India, Rajasthan, Haryana, Delhi</td>
<td>IMFL, IMFL</td>
<td>Big market in IMFL (Country Liquor)</td>
<td>Big presence in rural India, expanding in Europe and Africa</td>
<td>Education</td>
</tr>
<tr>
<td>Radico Khaitan</td>
<td>Widely distributed</td>
<td>IMFL and IMFL</td>
<td>IMFL-12%</td>
<td>Largest distribution network</td>
<td>Health sector</td>
</tr>
<tr>
<td>Empoe</td>
<td>South-Tamil Nadu</td>
<td>Brandy and rum</td>
<td>NA</td>
<td>Grain-based production in south India</td>
<td>Education, environment</td>
</tr>
<tr>
<td>Mohan Maliks</td>
<td>North and east</td>
<td>IMFL, IMFL</td>
<td>IMFL-9%</td>
<td>Brandy-6%</td>
<td>NA</td>
</tr>
<tr>
<td>United Breweries</td>
<td>Wide network for beer</td>
<td>Beer</td>
<td>Beer-48%</td>
<td>Presence in most Indian states; International partnerships and promotion</td>
<td>Environment</td>
</tr>
<tr>
<td>United Spirits Ltd.</td>
<td>World leader in IMFL</td>
<td>IMFL, IMFL</td>
<td>IMFL-53%</td>
<td>Premimization of brands (high brand recall); Rising per capita consumption</td>
<td>Environment</td>
</tr>
</tbody>
</table>

Source: PHFI

Indian alcohol manufacturers are tapping the international market by entering into joint ventures. The aim is to increase their sales and expand their operations globally. For example, United Spirits completed the acquisition of major Scotch whisky player Whyte & Mackay in 2007 and it is also exporting its brands to China. Radico Khaitan has been building up its exports in the Middle East and Africa. Even as local companies are expanding globally, international companies are entering the Indian markets on a large scale. Looking at the potential in the Indian alcohol market, many international companies have tied up with local players. Beer major InBev entered into a joint venture with Delhi based RJ Corp in 2007 so that they have access to RJ Corp’s strong distribution network. In 2012, Diageo, which is the biggest alcohol company globally, acquired a 27.4% stake in United Breweries Ltd., which is a leading spirits company in India. Other big liquor companies like SABMiller, AB InBev, and Carlsberg have also entered the Indian market and are geared to collaborate with Indian companies. There is a decline in the consumption of whisky in the western world but an increase in India. This, and its huge population, makes India a very lucrative market for international companies. Along with the market for whisky, the market for other alcoholic drinks like beer and wine is also getting better and stronger, making India an even more attractive proposition. However, the levy of high taxes and customs duty is a deterrent. Despite its WTO commitments, India has not reduced the taxes and duties on certain products like alcohol. Therefore, there is no big inflow of imported liquor into India at cheap prices. The retailing regulation for alcoholic drinks was eased out a couple of years ago when some state governments gave permission to sell alcohol in supermarkets. Maharashtra has been at the forefront of these changes with retailing of beer and wine being permitted in supermarkets. West Bengal has also given the green light to the retailing of beer and wine through supermarkets. Chandigarh too jumped on the bandwagon, with excise policy changes allowing retailing of wine through supermarkets. Diageo tied up with retail giant Reliance Retail for the distribution of wine in 2007. With each state having its own excise policies to regulate alcohol, the implications of producing and consuming illicit alcohol vary across states. In the beginning of 2013, the Delhi state excise officials discovered a big illicit consignment of alcohol. It is often reported that it is mostly country liquor that is produced in an illicit manner. However, in this case it was IMFL with duplicate labels and it was meant for defence personnel. There have been several other cases where the Delhi government has seized smuggled alcohol in the capital. This has lead not only to loss of revenue for the government, but also bad quality of alcohol being distributed and sold. In 2012, Delhi officials seized 82,589 bottles of IMFL and 2,656 bottles of foreign liquor. These figures are more than double as compared with statistics reported in the past years. In Gujarat, like a few other states, alcohol is banned. Despite this, the production and consumption of illicit alcohol is rampant in the state. People who can afford to, manage to obtain original brands at exorbitant prices. However, the poor people who want to consume alcohol often have no option but to get cheap but adulterated alcohol. In a case in 2012, the state police found that the brewers were mixing a pesticide in the illicitly produced alcohol. It has been reported that at least 140 litres of illicit alcohol is seized every day in Ahmedabad alone. In Karnataka too alcohol is...
produced illicitly on a large scale. In mid-2013 the state’s excise minister told journalists that illicit alcohol is being manufactured in over 80 villages of Bijapur, Bagalkot, Gadag, and Belgaum districts. The excise department, in collaboration with the finance department, has come up with an innovative scheme to get rid of this spurious industry. In the excise policy of 2013-14, the state government has decided to utilize 1 percent of the total revenue contributed by the excise department to rehabilitate and provide alternative jobs to those engaged in the illicit alcohol industry. The estimated revenue target for the excise department for the year 2013-14 is Rs 12,400 crore.

CONCLUSION
As per the study, it is quite evident that as elsewhere in the world, in India too, alcohol is consumed individually, socially, ritually, and mostly to get drunk. It is consumed to celebrate (at parties, official gatherings, social and even religious events) as well as to commiserate (to overcome stress and sadness, recession, to cope with financial or other losses). This makes the alcohol industry quite robust, ever in demand, and recession proof. But this indulgence has serious consequences - alcohol consumption has lead to a huge public health, social, and economic burden. Alcohol is regulated by state excise policies which cover multidimensional issues of alcohol control possession, production, manufacture, selling, buying, and transport of liquor. Drinking behaviour is changing in India, with differences narrowing between younger and older adults and between men and women as more and more women and youth taking up drinking. As the per capita consumption of alcohol is increasing, it also leads to rise in consumption of alcohol in heavy drinkers and this in turn raises the rate of alcohol related harm. Alcohol producers are responding with new innovations and by creating and reinventing categories to boost growth in both volume and value. Alcohol advertising and marketing is transforming, with the use of new approaches and the social media becoming increasingly important in shaping consumer perspectives and choices. India is a diverse country and so it has diverse drinking patterns. It is generally considered a dry country, but the trends are changing now. Different parts of the country have different drinking practices. There is no uniform drinking pattern. Further in the study it was observed that there are certain factors which are responsible for the growth of Indian alcoholic beverage industry. Urbanization: More and more people are migrating towards bigger cities, where they are exposed to a wider variety of alcoholic products, including IMFL. Favourable demographics: India is a young country, with more than 60 percent of Indians falling in the 15-45 years age group. This is the cohort the industry targets as potential customers. About 485 million Indians are currently of drinking age and another 150 million will be added to this group in the next five years. Changing social norms: Over the years, there has been a change in attitudes, making consumption of alcohol more socially acceptable. This acceptability extends to drinking in family environments, at social events, and by females/youngsters. Rise in disposable income: More and more Indians are now moving towards the upper/middle-income group. The per capita income has witnessed a continuous growth, from just over Rs. 27,000 in 2006 to over Rs. 54,000 in 2011 (projected: over Rs. 100,000 in 2015). Increased alcohol accessibility and availability: There has been an increase in the variety of alcohol brands and types and all of them are easily available in government-licensed outlets, government shops (monopolies), private licensed retail chains (permitted since the past couple of years), restaurants, and bars. Other factors that have been conducive to the industry include relaxed overseas trade rules, the availability of alternative and innovative means of targeted marketing and promotion, and the propagation of beliefs such as the health benefits of alcohol consumption. The influence of these factors is visible in the increase in alcohol consumption.

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