An Overview of Non-Alcoholic Beverages in India
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ABSTRACT
The non-alcoholic beverage industry witnessed rapid growth over the past few years in India. Increasing middle class population, rapid urbanization and rising disposable income are some of the major factors fuelling this growth. The industry is broadly classified into soft drinks (carbonated and non-carbonated drinks) and hot beverages. The carbonated drinks market is close to Rs 6,000 crore and is growing by 10-12 per cent annually. The fruit-based beverage market stands at Rs 5,000 crore and is growing at 35-40 per cent annually. The fruit-based beverage market is divided into three segments — fruit drinks, nectar and 100 per cent juice — and is currently dominated by Dabur, Parle Agro, PepsiCo and HUL. The Functional drinks segment is dominated by energy drinks. The current market size of energy drinks in India is around Rs 500 crore and it is expected to grow at a CAGR of 25 per cent. Within the hot beverages category, India is the largest producer of tea with a total turnover of around Rs 8,500 crore, growing at a rate of 1-2 per cent annually. India is the world’s fifth largest producer of coffee, accounting for 4 per cent of the world’s production. Fruit/vegetable juice segment is expected to grow at a CAGR of 30 per cent in value terms, followed by the energy drinks segment at a CAGR of around 25 per cent in value terms.

Keywords: Non-alcoholic beverage, Urbanization, Soft drinks, Fruit drinks, Juice.

I. INTRODUCTION
Indian beverages form an integral part of Indian cuisine. With a climate as varied and extreme as India, the people require myriad options to keep their thirst appropriately quenched according to the weather conditions, varying from a steaming hot beverage during winters to a frosty cold drink in summers. Different regions in the country serve different drinks made with an eclectic assortment of ingredients including local spices, flavors and herbs. Available on the streets, as well as on the menus of posh hotels, these drinks add to the flavorful cuisine of India.

The beverage industry in India constitutes of around USD 230 million among the USD 65 billion food processing industry. The major sectors in beverage industry in India are tea and coffee which are not only sold heavily in the domestic market but are also exported to a range of leading overseas markets. Among the hot beverages manufactured in India, tea is the most dominant beverage that is ruling both the domestic and international market even today. Coca cola, Pespsi, and Nestle are the leaning beverage brands tat have been ruling the Indian beverage market since past few decades. Among all the beverages, tea and coffee are manufactured as well as exported heavily in the international markets succumbing to the individual demands around the world.

II. 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

III. REASON PEOPLE DRINK BEVERAGES
- Quench the Thirst (Hydration)
IV. INDIAN BEVERAGES

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

V. LIST OF BEVERAGES IN INDIA

- **Aam panna – made from mango**
  - Tasty & healthy beverage with cooling property especially in Indian summer
  - Good source of B and C vitamins
  - Given to convalescing patients
- **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
- **Fruit jump**
- **Gajjar ka doodh**
- **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
- **Jigarthanda, Madurai**
- **Kala Khatta**
- **Kanji**
- **Kesar kasturi**
- **Kokam sarbat**
- **Kokum Sharbat -Kokum sherbat besides protecting against dehydration & sunstroke also helps lower fever & alle**
  - 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
  - Riggers reactions
  - In Ayurveda, used to treat dysentery, infection & haemorrhoids, and helps cardiovascular system & stabilises liver function
- **Kulukki sarbath**
- **Laopani**
- **Mastaani, Pune**
- **Nannaari (Sarsaparilla) Sarbat – lemon-based drink, Tamil Nadu**
- **Nimbu pani (lemonade)**
  - Indian lemonade: lemons, water, sugar & salt
  - Summer refresher
  - May be flavoured, spiced and other juices added for additional flavour & colour
  - Rich in vitamin C
- **Ookali – hot drink made by boiling coriander seeds, Western India**
- **Sambharam**
- **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
- **Saunf, Gujarat**
- **Sakar(rock sugar)-loung(cloves) Pani - Famous in Gujarat, Rajasthan**
- **Sattu Pani - Famous in North India**
- **Sharbat – drink that has many variants**
- **Solkadhi**
- **Sugarcane juice**
- **Thandai**
- **Ambil or Ambli - prepared by using Ragi flour and buttermilk, Maharashtra and Karnataka**
- **Neera**

**MILK-BASED BEVERAGES**

- **LASSI & BUTTERMILK**
  - Lassi: yogurt-based drink made by blending yogurt with water & spices like cumin & optional sugar
  - Bhang lassi – an intoxicating beverage prepared from the leaves and flowers (buds) of the female cannabis plant, consumed as a beverage in the Indian subcontinent
  - 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

FALOODA – a cold and sweet beverage containing many ingredients, such as rose syrup, vermicelli, basil seeds, tapioca pearls, and pieces of gelatin mixed with kulfí, milk or water.

Thandai

Bhang thandai

FLAVOURED MILK
- Badam Milk – Almond Flavoured Milk
- Kesar milk – saffron-flavoured milk
- Rose milk

TEA AND COFFEE

COFFEE
- Indian filter coffee – a sweet milky coffee made from dark roasted coffee beans (70–80%) and chicory (20–30%)
- Instant coffee

TEA

INDIAN TEA CULTURE

A cup of Darjeeling tea
- Assam tea
- Balma green tea
- Berinag tea
- Darjeeling tea
- Doodh Pati Chai
- Green tea
- Masala chai
- Irani chai

- Nilgiri tea
- Tulsi tea

FLAVOURED TEA
- Elaichi tea/Cardamom tea
- Ginger tea
- Lemon tea

Indian filter coffee served hot and frothy in a traditional tumbler and dabara

Masala chai served with tea biscuits

VI. CONCLUSION

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.

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