

# APEDA to promote alcoholic beverage exports as a part of 'Make in India' initiative

## Exports in this segment to cross \$1 billion export revenues

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The global demand for Indian spirits is increasing, presenting an opportunity for growth. The Agricultural and Processed Food Export Development Authority (APEDA) plans to promote both the Indian alcoholic and non-alcoholic beverages globally with a target of \$1 billion in export revenue over the next few years. APEDA as part of the 'Make in India' initiative has been targeting to increase exports of Indian Spirits to major foreign destinations. India currently ranks 40<sup>th</sup> in the world for alcoholic beverage exports.

In a landmark move for Indian spirits, Godawan Single malt whisky is all set to launch in the United Kingdom as an artisanal single malt whisky made in Rajasthan, India.

The first batch of Godawan was flagged off to United Kingdom jointly by Shri Rajesh Agrawal, Additional Secretary, Ministry of Commerce & Industry, Government of India, and Ms. Debra Crew, Chief Executive of Diageo Plc, Mr. Abhisek Dev, Chairman of APEDA, and Ms Hina Nagarajan, MD & CEO, Diageo India along with other senior representatives.

Godawan Single malt whisky had participated in the International Food and Drinks Event (IFE), London in March 2024 under the ambit of APEDA and undertook promotions of Godawan. This worked as a precursor to launching Godawan in UK and commencing exports to UK.

This initiative will support farmers of Alwar region. The six row barley used in the production of Godawan, has been locally procured that helps in enhancing the agricultural income of the local farmers through its backward linkages.

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