



# Beverages: Indian Scenario

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**PFNDAI**

# Market for Beverages in India

- 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

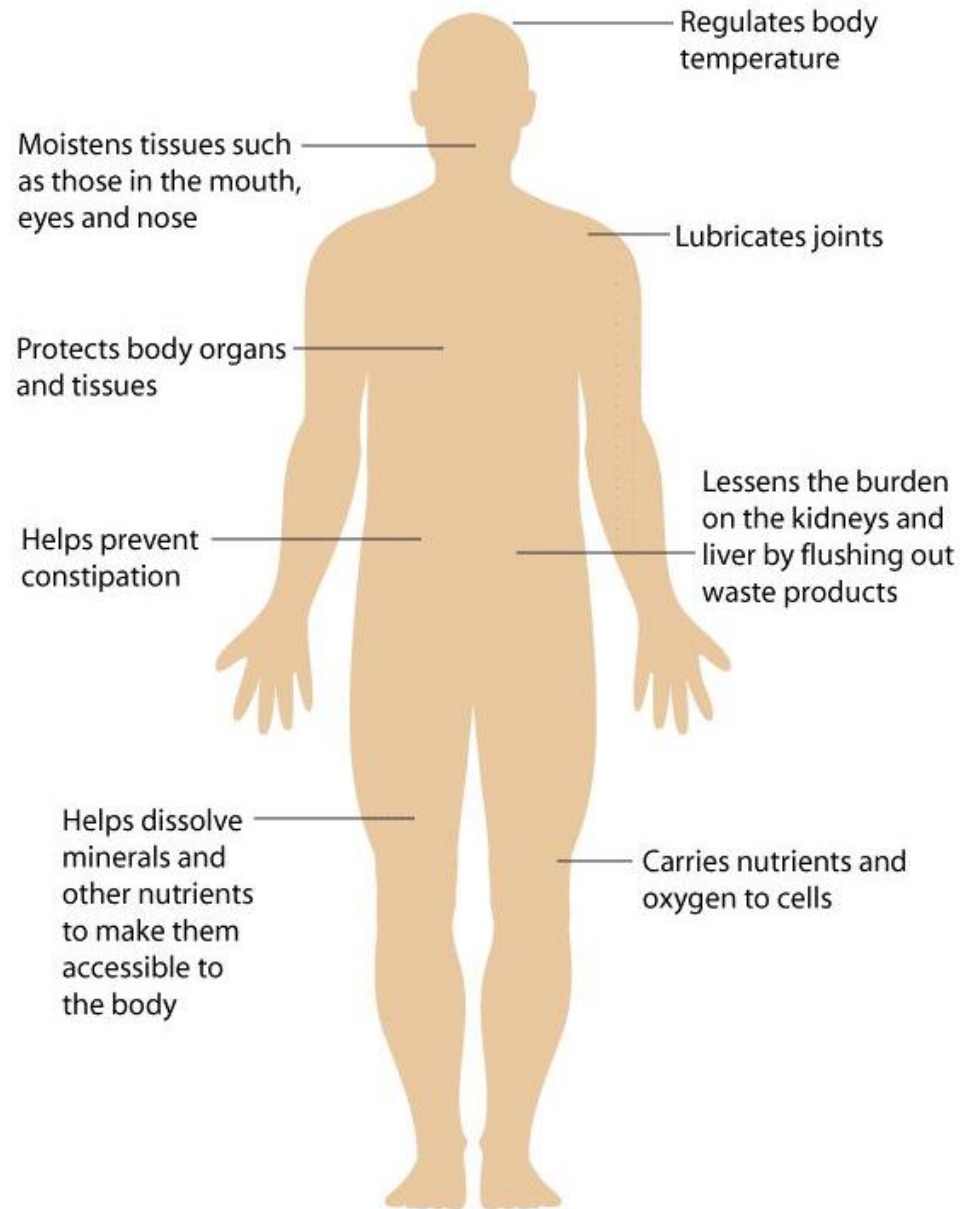


# Why People Drink Beverages

- Quench the Thirst (Hydration)
- Health Benefits of Water
- Medicinal Benefits of Beverages



# Functions of Water in Body



# 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



# Water: Part of Indian Meal



# What are Indian Beverages

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



# 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 diets



## Nuts, coconut water

Nutritional value per 100 g (3.5 oz)

<b>Energy</b>	79 kJ (19 kcal)
<b>Carbohydrates</b>	3.71 g
- Sugars	2.61 g
- Dietary fibre	1.1 g
<b>Fat</b>	0.2 g
<b>Protein</b>	0.72 g
<b>Water</b>	94.99 g
Vitamin A equiv.	0 µg (0%)
- beta-carotene	0 µg (0%)
- lutein and zeaxanthin	0 µg
Thiamine (Vit. B <sub>1</sub> )	0.03 mg (3%)
Riboflavin (Vit. B <sub>2</sub> )	0.057 mg (5%)
Niacin (Vit. B <sub>3</sub> )	0.08 mg (1%)
Pantothenic acid (B <sub>5</sub> )	0.043 mg (1%)
Vitamin B <sub>6</sub>	0.032 mg (2%)
Folate (Vit. B <sub>9</sub> )	3 µg (1%)
Vitamin C	2.4 mg (3%)
Vitamin E	0 mg (0%)
Vitamin K	0 µg (0%)
Calcium	24 mg (2%)
Iron	0.29 mg (2%)
Magnesium	25 mg (7%)
Phosphorus	20 mg (3%)
Potassium	250 mg (5%)
Zinc	0.1 mg (1%)



# Lassi & Buttermilk

- Lassi: yogurt-based drink made by blending yogurt with water & spices like cumin & optional sugar
- 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



# Nimbu Pani



- Indian lemonade: lemons, water, sugar & salt
- Summer refresher
- May be flavoured, spiced and other juices added for additional flavour & colour
- Rich in vitamin C



# Aam Panna

- Made from green mangoes
- Tasty & healthy beverage with cooling property especially in Indian summer
- Good source of B and C vitamins
- Given to convalescing patients



# 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



# Kala Khatta



- Tangy beverage originally prepared with Jamun (Indian blackberry or Java plum) with lime and spices containing black salt, pepper & salt with sugar
- Very common with street vendor who prepares crushed ice, making into a ball and pours syrup on it
- Also popular as beverage



# Kokum Sharbat

- 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
- Kokum sherbat besides protecting against dehydration & sunstroke also helps lower fever & allergic reactions
- In Ayurveda, used to treat dysentery, infection & haemorrhoids, and helps cardiovascular system & stabilises liver function



# 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



# New Regulation

- FSSA (Food Safety & Standards Act) 2006 allows making functional foods with nutraceuticals
- Ingredients with physiological activity
- Ayurvedic ingredients
- Tremendous scope for new food products containing ingredients that would reduce risk of diseases like cardiovascular diseases, cancer, hypertension, diabetes, age-related macular degeneration etc.
- Dietary & Nutritional Supplements like Revital, Supractiv, Nutrigo etc. contain ginseng etc.
- Act provides for such products but no regulations made yet



## FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA

(Ministry of Health and Family Welfare, Govt. of India)  
3<sup>rd</sup> & 4<sup>th</sup> Floor, FDA Bhawan, Kotla Road, New Delhi-110002

**"CALL FOR EXPRESSION OF INTEREST FOR  
DEVELOPMENT AND IMPLEMENTATION OF SCHEME  
FOR UNDERTAKING (I) RESEARCH & DEVELOPMENT,  
(II) ESTABLISHMENT OF FOOD SAFETY CENTRES AND  
(III) CENTRES OF EXCELLENCE"**

No.: 1-1/FSC/CE/FSSAI/2010

Date : 14<sup>th</sup> February, 2011

The FSSAI intends to engage a reputed agency for Development and Implementation of a scheme for undertaking (I) Research & Development, (II) Establishment of Food Safety Centres and (III) Centres of Excellence.

Details in this regard are available on FSSAI's website <http://www.fssai.gov.in>. Last date of submission of complete proposal is 30<sup>th</sup> March, 2011.

Sd./-  
(S.B. Dongre)  
Director (F&VP)







*Thank You!*