

# India faces rise in alcohol intake

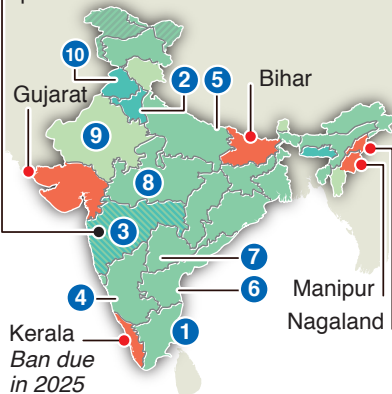
While most of India's 1.3 billion population are lifetime abstainers, per capita intake has increased from 1.6 litres in 2005 to 4.6 litres in 2015 and rural consumption has surged to more than 11 litres a year

## Legal drinking age

18 21 25

States where alcohol is banned

Maharashtra: 21 for beer, 25 for spirits



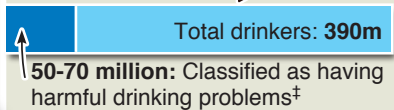
## State revenue from alcohol\*

(Rs crore, 2015-16) 1 crore = 10m rupees

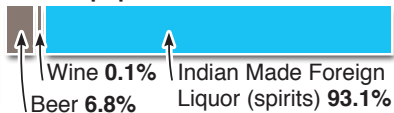
1. Tamil Nadu	29,672	€4.3bn
2. Haryana	19,703	€2.9bn
3. Maharashtra	18,000	€2.6bn
4. Karnataka	15,332	€2.2bn
5. Uttar Pradesh	14,083	€2.0bn
6. Andhra Pradesh	12,739	€1.9bn
7. Telengana	12,144	€1.8bn
8. Madhya Pradesh	7,926	€1.1bn
9. Rajasthan	5,585	€810m
10. Punjab	5,000	€725m



30%: Three in 10 drink alcohol†

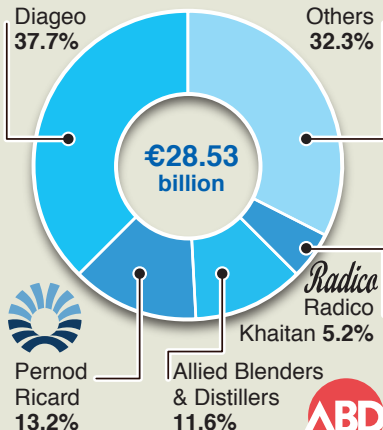


## Most popular drinks



## India's spirits market (2015)§

DIAGEO



Sources: \*India Today (state excise departments), †World Health Organisation,

‡2015-16 National Mental Health Survey, §Euromonitor International

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