

India – Southern states		Beverage categories		
		Beer	Wine	Spirits
Control of retail sale and production	Monopoly on production of	.	.	.
	Monopoly on sales of ¹	.	.	.
	Licence for production of	YES	YES	YES
	Licence for sale of	YES	YES	YES
Off-premise sales restrictions and level of enforcement	Hours of sale	YES	YES	YES
	Days of sale	YES	YES	YES
	Places of sale	YES	YES	YES
	Density of outlets	YES	YES	YES
	Level of enforcement	PARTIALLY		
Age limit for purchasing alcoholic beverages ²	On-premise:	18	18	18
	Off-premise:	18	18	18
Taxation of alcoholic beverages ³	Sales TAX/VAT exists?	.		
	% sales TAX/VAT	.		
	Tax as % of retail price	12.1	.	40.6
	Excise stamps exist?	YES		
Restrictions on advertising ⁴	National television	BAN	BAN	BAN
	National radio	BAN	BAN	BAN
	Print media	BAN	BAN	BAN
	Billboards	BAN	BAN	BAN
	Health warning on advertisements	YES		
	Enforcement of advertising and sponsorship restrictions	PARTIALLY		
Restrictions on sponsorship of	Sports events	BAN	BAN	BAN
	Youth events	BAN	BAN	BAN
Restrictions on alcoholic beverage consumption in public domains	Health care establishments	BAN		
	Educational buildings	BAN		
	Government offices	BAN		
	Public transport	BAN		
	Parks, streets, etc.	BAN		
	Sporting events	VOLUNTARY		
	Leisure events (concerts, etc.)	VOLUNTARY		
	Workplaces	BAN		
Definition of alcohol, BAC level and RBT	Definition of alcohol (vol. %)	.		
	Maximum Blood Alcohol Concentration (BAC) level	0.3		
	Use of Random Breath Testing (RBT)	RARELY		

¹ Some states have state monopolies and the state of Gujarat has a blanket prohibition.

² Age limits vary between 25 and 18 depending on state.

³ Wide variety between states as law relating to taxation is a state subject.

⁴ Alcohol promotion covertly practised by indirect advertising, by advertising other products with same brand name e.g. Kingfisher bottled water instead of the beer, and on TV channels uplinking from other countries.