

# MP co setting up brewery in Unnao, biggest in central UP

TIMES NEWS NETWORK

**Lucknow:** A Madhya Pradesh based company is the latest to open a brewery in the state. Setting up a big plant in the neighbouring Unnao district, promoters of the brewing company on Monday were given the official go ahead by the state govt to commence commercial operations.

Having a capacity of producing 10 crore litre beer in a year, the beer manufacturing plant that has been established in Hasanganj locality would be among the biggest ones in the state and first such in central UP. The other brewery in Unnao has an annual production capacity of seven crore litre. Majority of the beer production has been taking place in west UP. The growing liquor industry in UP has been attracting players from different parts of the country. Excise commissioner Adarsh Singh



## GRIN AND BEER

said that besides creating opportunities for the local population, the brewery in Unnao would also strengthen the state coffers further and offer more variety to the customers.

The revenue generated by the excise department has been consistently going north over the past five years owing to which established players from other parts of the country are setting up production units in the state. Since Apr 1, three new distilleries were set up in UP besides the new brewery which was set up in Unnao. Existing players too have started increasing their capacity

and are expanding their production units to corner an increased share. Five distilleries have secured the approval of the govt to increase their production capacity while three have sought permission to commence production of industrial alcohol (extra neutral alcohol). The revenue generated by the excise department during the first seven months of the present financial year (between Apr 1 and Oct 31) has increased by 12% compared to the previous financial year.

The liquor business yielded excise duty amounting to Rs 26,331 crore, while during the first seven months of 2023-24 sales of liquor bottles generated Rs 23,553 crore as revenue for the state. During the last fiscal the state exchequer received about Rs 45,600 crore as excise duty and this time the department is eyeing Rs 50,000 crore through liquor sales.