

Production of Orange and Soda with Indian Brand name by Coca Cola Bottlers

3851. SHRI SHASHI BHUSHAN: Will the Minister of INDUSTRIAL DEVELOPMENT AND SCIENCE AND TECHNOLOGY be pleased to state:

(a) the names of Coca Cola bottlers who were producing orange and soda with Indian brand names;

(b) the reasons why the production of orange with Indian brand names was discontinued and the reasons why foreign brand names in orange soft drinks were introduced; and

(c) the steps Government propose to take in the matter?

THE MINISTER OF INDUSTRIAL DEVELOPMENT AND SCIENCE AND TECHNOLOGY AND AGRICULTURE (SHRI C. SUBRAMANIAM): (a) M/s. Pure Drinks Pvt. Ltd.

(b) M/s Pure Drinks had not been themselves manufacturing the concentrate for orange. They were however making the soft drink 'Orange Special' by purchasing the ingredients from different indigenous sources. With the shifting of the source of supply to 'Fanta' flavour of M/s. Coca Cola Export Corporation, which is also produced in the country with a small import content, 'Fanta' drink was marketed.

(c) Necessary research for development of flavours etc. is being sponsored through the Central Food Technological Research Institute, Mysore.

Production of Soft Drinks with Indian Names by Coca Cola Bottlers

3852. SHRI SHASHI BHUSHAN: Will the Minister of INDUSTRIAL DEVELOPMENT AND SCIENCE AND TECHNOLOGY be pleased to refer to the reply given to Unstarred

Question No. 343 on the 24th July, 1974 regarding expansion of production by Coca Cola Export Corporation and state:

(a) when did Government take up the possibility of Coca Cola bottlers producing soft drinks with Indian names;

(b) when was the meeting held with the Coca Cola bottlers to study the possibility for producing soft drinks with Indian brand names; and

(c) what were the objections raised by Coca Cola bottlers in this regard?

THE MINISTER OF INDUSTRIAL DEVELOPMENT AND SCIENCE AND TECHNOLOGY AND AGRICULTURE (SHRI C. SUBRAMANIAM): (a) to (c). A meeting was held with the Coca Cola bottlers in September 1973 at which the possibility of developing a whole indigenous soft drink was discussed with them. There was unanimity about the need for efforts to eliminate imports of ingredients common to all soft drink manufacturers in the country, and the need towards research and development in that direction. Follow up action in the light of discussions is being pursued.

Manufacture of Biscuits by Glaxo Laboratories Limited

3853. SHRI SHASHI BHUSHAN: SHRI NAWAL KISHORE SHARMA:

Will the Minister of INDUSTRIAL DEVELOPMENT AND SCIENCE AND TECHNOLOGY be pleased to state:

(a) whether the Glaxo Laboratories limited has been licensed to manufacture biscuits in India if so, their licensed capacity;

(b) the terms and conditions under which the Glaxo biscuits are being manufactured in India;

(c) whether Glaxo Laboratories limited are getting a royalty or any