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Taps Tilted? CCI Cracks Open Probe Into TASMAC's Beer Brand Bias

Sheikh Rayees • March 26, 2025

PUBLISHED REPORT

Tamil Nadu's State-run liquor monopoly, TASMAC, is under fresh scrutiny—this time from the Competition Commission of India (CCI)—over allegations that it's playing favorites in its beer racks, raising concerns about limited consumer choice and a potentially skewed market. The CCI, in an order passed on March 25, has greenlit an investigation into TASMAC's beer procurement practices. The order, issued under Section 26(1) of the Competition Act, 2002, comes in response...

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