



Google and Alphabet CEO Mr. Sundar Pichai Visits Bharat GI Coffee Lounge at India AI Impact Summit 2026

Global Delegates Experience India's GI-Tagged Coffee Showcase at AI Impact Summit

DPIIT Unveils 'Bharat GI' as Unified National Brand to Showcase India's Geographical Indication Products Globally

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Google and Alphabet CEO, Mr. Sundar Pichai visited the Bharat GI Coffee Lounge, organized by the Department for Promotion of Industry and Internal Trade (DPIIT), during the India AI Impact Summit 2026. Savoring Malabar Arabica, Mr. Pichai interacted with baristas and experienced the rich flavors of India's premium GI-tagged coffees.

Delegates from Finland, France, Japan, Nigeria, Botswana, Lithuania, Kazakhstan, Poland and Germany, among many others, also visited the Coffee Experience Centre, expressing keen interest in India's GI coffee heritage. The Finnish delegate especially appreciated the mellow, smooth flavour profile of Monsooned Malabar Arabica, praising its unique character and distinct processing tradition that sets it apart on the global stage.

Union Minister of Commerce and Industry Shri Piyush Goyal captured the moment on X, "When @SundarPichai drops by for a sip, you know it's truly worth it! The world is raising a cup to Bharat GI Coffee at #IndiaAIImpactSummit2026. Bharat GI Coffee Lounge, Bharat Mandapam (Hall 14, First Floor)17-20 February." Link for the tweet -<https://x.com/PiyushGoyal/status/2024386674072179011>

Union Minister of State, Ministry of Commerce & Industry, Government of India Shri. Jitin Prasada, at the Bharat GI Coffee Experience Centre, Hall 14 FF on Day 2 of the India AI Impact Summit visited and celebrated the richness of India's GI-registered coffees, highlighting how geographical indications preserve authenticity, empower local communities, and bring global recognition to India's diverse coffee origins.

At the AI Impact Summit 2026, the Bharat GI Coffees is garnering global attention through a special showcase celebrating India's distinctive Geographical Indication products. The biggest AI event currently taking place in New Delhi from February 16-20 captured global attention as part of a new national initiative called 'Bharat GI'.

The Department for Promotion of Industry and Internal Trade (DPIIT) has unveiled Bharat GI as a unified national intellectual property brand. The vision is to showcase India's unique GI products to the globe anchored by the tagline, "A World Exclusive." DPIIT along with Coffee Board is offering visitors with an

immersive experience of the country's rich, diverse flavors and heritage of Indian coffee at this historic event.

The coffee experience center stationed at Hall No. 14 First Floor, attracted many curious minds to explore and experience various Indian GI registered coffees. Many International delegates have come to savor the Sustainably Shade Grown, Selectively Hand Picked & Naturally Sun-dried Bharat GI Coffees.



Abhishek Dayal/Abhijith Narayanan/Anushka Pandey

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