

31 Oct. - 1 Nov.
2025

Jio World Convention Centre
Mumbai



Mumbai



WHEN PASSION

International Trade Fair
for Wines & Spirits

MEETS BUSINESS.

Mumbai | मुंबई

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Supported By



Organised By



PROWINE MUMBAI

ProWine Mumbai is jointly organised by Messe Düsseldorf India, one of the leading trade fairs companies in India and All Things Nice - India's Leading Wine and Spirits Consulting and Events Agency.

ProWine Mumbai will bring together the Wine and Spirit fraternity to a major international event in Mumbai with a fully-fledged trade fair with a comprehensive masterclass program among other show features.

This initiative provides an opportunity to create a unique meeting point for the entire wine and spirit market in India, where the community and industry experts join to further cultivate the growth of the industry.

PROWEIN WORLD

ProWein, the world's No.1 international trade fair for wine and spirits that has thrived for nearly 3 decades, is organized by one of the leading global trade fair organizers, Messe Düsseldorf. Beyond traditional markets, ProWein extends its reach to emerging regions, including Shanghai, Singapore, Hong Kong, Mumbai, Tokyo, and São Paulo, uniting them under the umbrella of ProWein World. With hundreds of thousands of global visitors, ProWein World stands as the foremost gathering for professionals across viticulture, production, trade, and gastronomy in the world of wines, spirits, and craft drinks.

Our mission is to cultivate a leading global platform that combines diverse wine and spirits industry segments. We are dedicated to delivering our four customer values: internationality, strong network, diversity, and adaption through ProWein and its six satellite shows, enriching the vitality of the wine and spirits trade. We stand alongside all industry players and take them to the world's key markets.





PROSPIRITS

Discover the future of spirits at ProWine Mumbai 2025!

A highlight that delves into the flourishing dynamics and innovative strength of the spirits industry. Attendees can explore the latest products and trends, and be inspired by tastings presented by industry experts.

With a rising demand for premium spirits in India, fuelled by a growing middle class and a shift towards a more sophisticated drinking culture including a major onset of cocktail culture, ProSpirits aligns itself as the vibrant heart of the global spirits industry.

For the wine and spirits industry, ProWine Mumbai transcends a typical trade fair- a fair platform for spirit brands to grasp global market trends and explore new business avenues.

WHY MUMBAI?

- Home to many of the prominent importers and producers of wines and spirits.
- Proximity to Nasik, India's largest wine-producing region.
- A short flight to Goa, arguably India's most advanced craft spirits and beer production hub.
- India's wealthiest city and financial hub with large MNC's having their head offices.
- New label registration policy allows importers to bring in as many brands as possible without having to pay for each label.
- Most brands first launch themselves in Mumbai.
- India's most advanced and progressive hospitality industry.
- Hub for a major event and entertainment industry with Bollywood.
- Better infrastructure for the business of wine and spirits as compared to other cities
- Nhava Sheva port is located in Mumbai where 90% of all beverages are imported.



VENUE

Jio World Convention Centre (JWCC), Mumbai is India's most premium Convention with 5 star facilities.

Located at a prominent location, a well-connected financial hub near Mumbai International Airport.

Spanning 1,03,012 sq. m., JWCC hosts world-class exhibitions, conventions, and events with versatile spaces for physical, virtual, and hybrid formats.

Key enabling services include In-house culinary capabilities offering exemplary gourmet experiences, state of art Audio-Visual aids, seamless internet connectivity and sound-proof halls.



KEY ATTRACTIONS



Exhibition



Masterclasses



Tastings



ProWine & ProSpirits
Challenge



ProWine Bartenders'
Competition



Panel Discussions



ProWine Mumbai:
Honoring Excellence



ProWine Mumbai Night

EXHIBITOR PROFILE

- Indian & International Wine Producers
- Indian & International Spirits Producers
- Craft Beverage & Beer Brands
- Importers & Distributors
- Global Trade Promotion Bodies
- Accessories & Allied Categories

WHY EXHIBIT?

- Showcase your brand in an exciting setting focused on the latest products & market trends
- Create new sales opportunities with target audience from the industry
- Network with Key Decision Makers
- Develop New and Existing Relationship
- Launch New Products
- Increase Brand Awareness





ATTENDEE PROFILE

- Wine & Spirits Importers / Bonders / Distributors / Wholesalers / Retailers
- HoReCa Professionals – Hoteliers / Restaurateurs / Café & Bar Owners
- Sommeliers, Chefs, F&B Teams
- Wine & Spirits Accessory Companies
- HNI / Wine Enthusiasts / Investors
- Wines & Spirits Clubs / Academia / Institutes
- International Governments

WHY ATTEND?

- Opportunity to meet and interact with domestic and international wine & spirits brands
- Meet the key decision makers who are shaping the wine & spirits market
- Gain insights into current global trends in the wine & spirits industry
- Get connected at exclusive networking events
- Attend world-class masterclasses with industry experts & renowned brands
- Benefit from a global network – meet renowned industry experts

STATISTICS 2024



10

Dedicated
Country
Pavilions



11

Masterclasses



5,947

Attendees



170

Exhibitors



18

Countries
Representation



1000+

Participating
Labels



7000+

Gross Area



STATISTICS 2023



8

Dedicated
Country
Pavilions



11

Masterclasses



5,059

Attendees



164

Exhibitors



24

Countries
Representation



1000+

Participating
Brands



STATISTICS 2022



8

Dedicated
Country
Pavilions



15

Masterclasses



4,140

Attendees



151

Exhibitors



19

Countries
Representation



1000+

Participating
Brands



STATISTICS 2021



17
Speakers



15
Masterclasses



2,017
Attendees



70
Exhibitors



13
Countries
Representation



200+
Participating
Brands



PROWEIN EDUCATIONAL CAMPAIGN RECAP 2018 | 2019

The last two editions of the ProWein Educational Campaign, in association with Food & Hotel India, were appreciated by the industry.

SEMINARS



The seminar included a set of wine and spirit tastings by industry experts, workshops, discussion forums, and presentations, focusing on Sensory Perception, Wine and Food Pairing, varietal, and regional characteristics.

AUDIENCE



The show witnessed the participation of Indian wine importers and producers, MNCs, and local producers of spirits, the restaurant and retail trade, hotel owners and F&B teams, wine professionals and traders, in addition to consumers, trade media, and alcohol influencers.

NETWORKING DINNER



A networking dinner was hosted by ProWein at each edition with speakers to create a platform for networking, strengthen business relations, explore new connections and exchange ideas.

STATISTICS

PEC	Speakers	Sessions	Unique Delegates	Registrations	Total Brands Representation
2018	10	9	192	460	41
2019	6	8	206	476	46



For more information, please contact:

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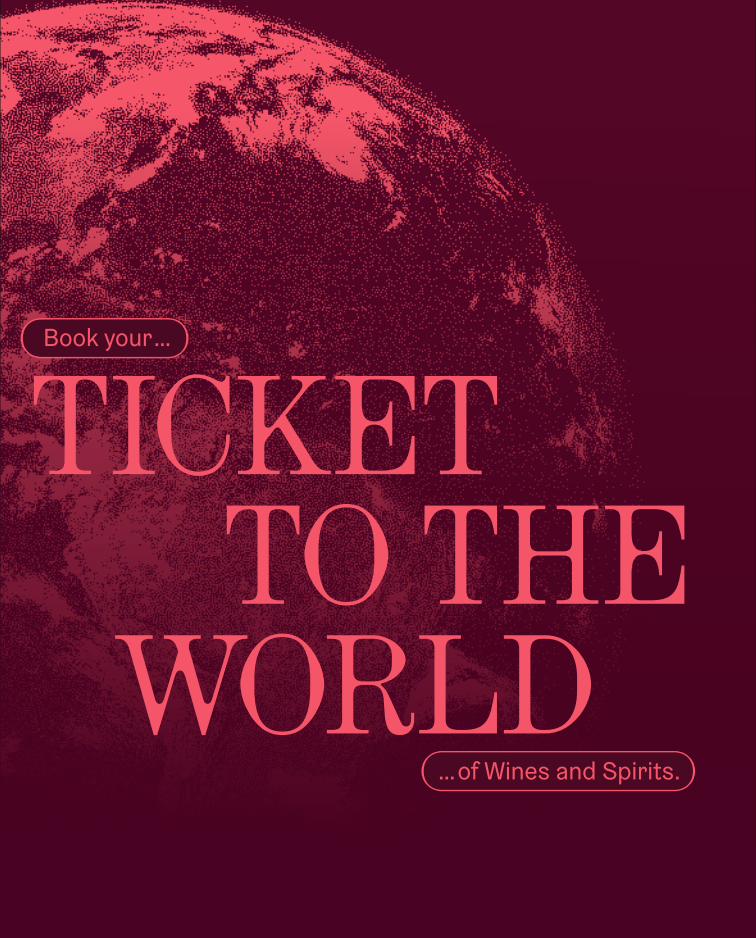
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Book your...

TICKET TO THE WORLD

...of Wines and Spirits.

ProWein takes you to the world's key markets:

Düsseldorf

Shanghai

Singapore

Hong Kong

São Paulo

Mumbai

Tokyo