MUMBAI INDIA International Trade Fair for Wine & Spirits

18–19 November

2026

ProWine MUMBAI

ProSpirits

DRIVEN BY PASSION

Pavilion 3
Jio World Convention Centre



From Protection to Premiumisation

India's Free Trade Agreements are quietly transforming the alcohol landscape.

Lower Tariffs. Bigger Competition. Global Opportunity.

A new wave of Free Trade Agreements (FTAs) is opening India's alcobev market—bringing global wines and spirits closer than ever, while creating new pathways for Indian brands abroad.

India's FTA Momentum: A Snapshot

New Zealand: Duty-Free Access & A $20B Boost

- The India-New Zealand FTA is set to boost exports of Indian single malt whisky.
- Indian wines and spirits will now enjoy **duty-free entry** into New Zealand.
- New Zealand wines will receive phased concessions in India over the next 10 years.

Source: The Economic Times News | ET Edge Insights

The European Wave: Drastic Tariff Cuts & Standard Alignment

- High alcohol tariffs **(up to 150%)** dropping to **30%** for most wines, **40%** for all spirits, and **50%** for beer
- **55%** tariffs on non-alcoholic beer and fruit juices to be completely eliminated within 5 years.

Source: European Commission

The British Breakthrough: Historic Spirit Reductions

Tariffs on gin and whisky, a key sticking point in negotiations previously, will be halved to 75%, with further reductions taking effect in later years.

Source: GOV.UK

India USA Trade:

The Indian government slashes import duty from 150% tariff to 100% on American bourbon whiskey.

Source: distilledspirits.org

EFTA Trade Deal:

India signed a Trade and Economic Partnership Agreement (TEPA) with Iceland, Norway, Liechtenstein, and Switzerland, paving the way for reduced tariffs.

Source: economictimes.indiatimes.com

Australia ECTA Progress:

The India-Australia Economic Cooperation and Trade Agreement (ECTA), effective since December 2022, continues to eliminate tariffs, with over 85% of Australian exports to India currently tariff-free, set to increase to 90% by January 1, 2026.

Source: commerce.gov.in

What This Means for You

Producers	New markets opening
Importers & distributors	Portfolio expansion
Buyers & hospitality players	Greater global choice
Brands	Competition just got real

The market is opening. The competition is rising.
The question is **will you be part of the shift or watching from the sidelines?**

Secure your participation at ProWine Mumbai 2026.

Book Your Space

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