

CRACKING THE INDIAN BEVERAGE MARKET: WHY PATIENCE, PRESENCE & PROWINE MUMBAI MATTER



India's beverage landscape is rapidly evolving—with premiumization, trade liberalization, and cultural transformation leading the way. For international and domestic brands alike, the opportunity is significant but nuanced. Success requires consistent engagement, thoughtful strategy, and the right platform.

INDIA'S TRADE MOMENTUM: FTAs & GLOBAL ACCESS



India is actively strengthening its global trade footprint through strategic Free Trade Agreements (FTAs) and economic partnerships—creating favorable conditions for global wine, spirits, and non-alcoholic brands.

- ➔ **India–Australia (ECTA):** In force since **December 2022**. Tariffs on premium wines are being phased out, with **90% of Australian exports to India to be tariff-free by 2026**.
- ➔ **India–USA:** India **cut import duty on American bourbon whisky from 150% to 50%**, significantly improving market access for US spirits.
- ➔ **India–UK:** As part of the FTA, **tariffs on gin and whisky will be halved to 75%**, with further reductions scheduled.
- ➔ **India–EFTA (TEPA):** Signed with **Iceland, Norway, Liechtenstein, and Switzerland**, includes a **commitment to gradual tariff reductions**, supporting access for Swiss-origin alcoholic products.
- ➔ **India–EU:** Ongoing negotiations under the **Broad-based Trade and Investment Agreement (BTIA)** aim to reduce trade barriers for **European wines and spirits**, among other sectors.

These agreements are reshaping India's import ecosystem—lowering duties, easing compliance, and opening doors for global brands to enter competitively and scale meaningfully.

WHY INDIA IS WORTH THE BET

India's beverage market is transforming—fueled by rising incomes, urbanization, and evolving consumer tastes across categories.



- **Wine:** Small but rapidly expanding—valued at about \$195 million in 2023, with an impressive **17.01% CAGR forecast for 2024–2032**.
- **Spirits:** The dominant segment—over \$60 billion in 2023, growing around **7% CAGR**; whisky alone contributes **50%+** of this market.
- **Beer:** Represents about **45% of alcohol volume**, with the market valued at roughly **\$13.5 billion in 2023** and growing through premium and craft formats.
- **Low/No-Alcohol & Functional Drinks:** A fast-growing space—**\$14.95 billion in 2024**, projected to reach **\$22.8 billion by 2030** (7.36% CAGR), driven by health-conscious millennials and alternative drinking culture.

From indulgence to wellness, India's experience-seeking, digitally savvy consumer base is fueling demand for premium, global, and category-defining products.

NAVIGATING A COMPLEX BUT REWARDING MARKET



India's beverage industry offers high potential—but it's layered with regulatory complexity - Fragmented state-level regulations, Tiered distribution and bonded warehousing, Prohibitions on alcohol advertising and Consumer preferences that vary regionally. Brands that succeed don't just enter—they commit. And commitment pays off through market intelligence, strategic partnerships, and consistency.

Common Challenges Brands Face – And How They're Solved

Brand Pain Point / Challenge	Strategic Solution
Alcohol advertising restrictions	Brand storytelling through masterclasses, panels, and competitions
Cumbersome and complicated logistics	Label registration waived off via special excise license + door-to-door logistics support
Importer bottlenecks	Pre-qualified matchmaking and networking tools
High logistics cost	Centralized access to stakeholders at one venue, reducing repeated travel and outreach
Fear of poor turnout / unqualified footfall	Entry by approval only; high-intent, curated buyer base
Lack of consumer education	Interactive formats like guided tastings, competitions, and expert-led sessions
Lack of product feedback	Independent, merit-based blind tasting via ProWine & ProSpirits Challenge
Zero-category confusion / lack of platform	Dedicated zero/low alcobev showcase with custom engagement formats
No brand recall or lasting impact	Layered visibility through panels, awards, competitions, and thought leadership
No immediate ROI	Multi-year support approach to build trust, recall, and business over time

WHY THIS SHOULD BE PART OF YOUR ANNUAL STRATEGY

India demands more than a one-time entry. To test, scale, or grow—you need consistency. **Participating brands benefit from:**

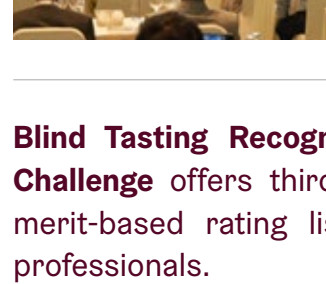


- * **Visibility:** Be seen among top names in wine, spirits, and new-age drinks
- * **Credibility:** Thought leadership via masterclasses, panels & awards
- * **Access:** Importers, distributors, sommeliers, bartenders, retailers & F&B heads, Trade agencies and government delegations—all in one place

Easing Market Entry Through Seamless Logistics - To support international participation, the event simplifies one of the biggest entry hurdles—**regulatory logistics:**

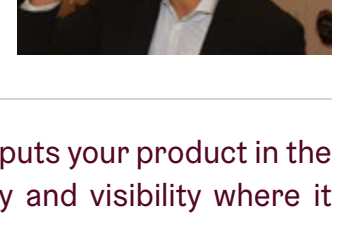
- * **Excise Licensing Advantage:** The show obtains a **special license from Maharashtra's excise department**, enabling participation of brands **without prior label registration** in the state.
- * **Door-to-Door Logistics:** A dedicated team provides **end-to-end coordination**, including **customs clearance**, warehousing, and on-ground delivery. Though logistics costs may seem high, the value lies in a **stress-free, compliant, and streamlined process** that avoids India's usual bureaucratic roadblocks.

MULTI-LAYERED RETURN ON INVESTMENT - DELIVERABLES BEYOND THE BOOTH

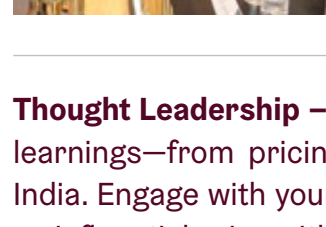


Brand Storytelling - Educate and emotionally connect through **masterclasses** and guided tastings for serious consumers, enthusiasts, media, buyers, and hospitality teams.

Blind Tasting Recognition - Participating in **ProWine & ProSpirits Challenge** offers third-party endorsement in the form of a credible, merit-based rating list from India's top sommeliers and beverage professionals.



(Open to brands licensed and registered in Maharashtra)



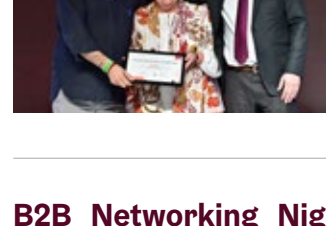
Influencer Advocacy – Bartenders' Competition puts your product in the hands of India's top mixologists—building loyalty and visibility where it matters most: **the point of consumption**.

(Exclusive to competition partners / sponsors)

Thought Leadership – Panel discussions offer direct access to industry learnings—from pricing strategies and regulation to growth hacks for India. Engage with your target audience directly and position yourself as an influential voice within the industry.

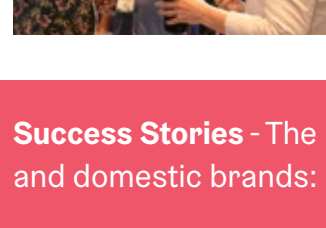
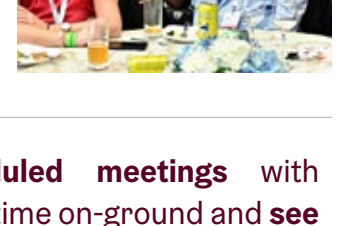


(Open to partners / sponsors of this feature)



Honouring Excellence - Celebrate those driving change in the beverage industry. **Recognition at a national level** builds brand trust and creates noise that's otherwise hard to generate in a highly regulated market. Awardees are independently shortlisted by the **ProWine Mumbai Organizers and Jury—no nominations or applications required**.

B2B Networking Night - An **exclusive, invite-only evening** with key stakeholders from across the industry. **You don't need to chase meetings**—we bring them to you. One evening. One venue. Infinite conversations.



Pre-Show Matchmaking - Book **pre-scheduled meetings** with **key stakeholders** before the show. **Maximize your time on-ground and see tangible ROI without the cost of multiple trips and unplanned visits**.

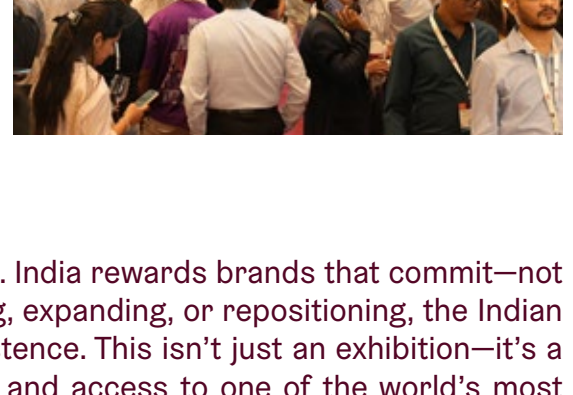
Success Stories - The platform has helped numerous international and domestic brands:

1. Secure the right importers
2. Establish retail & HoReCa placements
3. Build brand awareness through masterclasses & tastings
4. Expand beyond metros into Tier 2 & Tier 3 cities
5. Enter the Indian market without prior label registration



WHY NOW—AND WHY CONSISTENTLY?

The Indian market is growing, but so is the competition. To **win hearts, shelf space, and mind space**, you need to be present where decisions are made. And you need to **stay top of mind**. You can't build market share in India with one show or one importer. It takes:



- * Multi-year engagement
- * Visibility across multiple channels
- * Real connections
- * Storytelling that adapts to the market

The brands that **show up and stay** are the ones that scale. India rewards brands that commit—not those that test the waters once. Whether you're launching, expanding, or repositioning, the Indian market demands more than presence—it demands persistence. This isn't just an exhibition—it's a **strategic investment** in your brand's growth, reputation, and access to one of the world's most promising beverage markets.

What Next?

1. **Start with a Booth** – Build visibility and open doors.
2. **Activate Your Brand** – Participate in masterclasses and competitions.
3. **Return Each Year** – Deepen relationships, measure results, and grow.
4. **Let Us Help You** – Our team will work with you to build a plan that suits your objectives and budget.

Final Thought

If you're serious about India, we're serious about helping you succeed. Let ProWine Mumbai be your **trusted partner for market entry, expansion, and visibility**—with measurable impact, strategic exposure, and powerful storytelling built in.

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