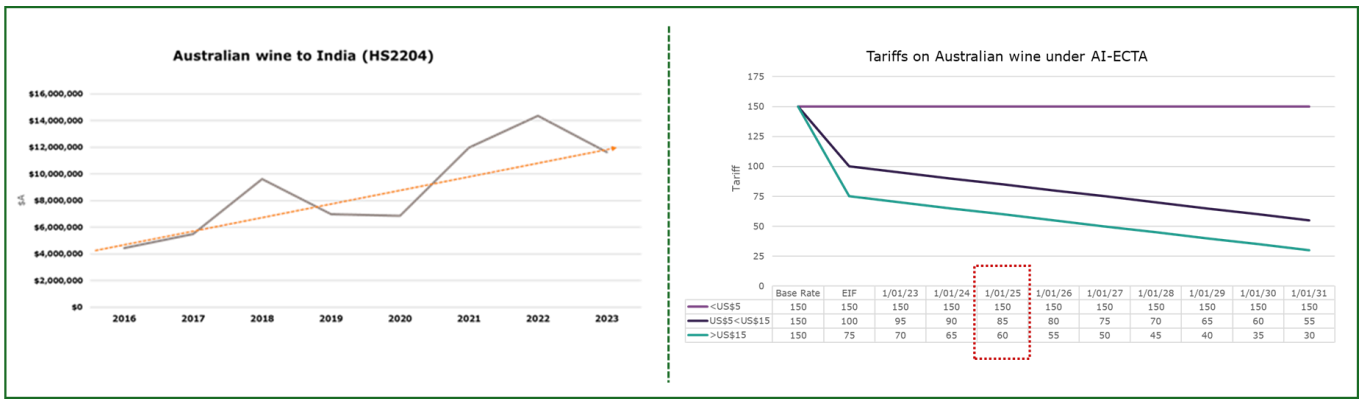
ProWine Mumbai

31st October-1st November 2025

ProWine Mumbai returns for its 5th year – apply with Austrade before 20th August 2024 here - ProWine Mumbai 2025 Registrations

India is one of the **fastest-growing** wine and spirit markets, with a burgeoning appetite for premium wines, spirits, and craft beverages. According to Research and Markets, the Indian alcoholic beverages market is expected to reach $39.7 billion by 2026, growing at a CAGR of 7.9% during 2021–2026.

Australian wine in India is growing long term and under the current trade agreement (AI-ECTA), mid- premium and premium wines will benefit.



The Australia-India Economic Cooperation and Trade Agreement (AI-ECTA) entered into force on 29 December 2022 and has seen the 150% tariff on Australian wine over US$5 per bottle (CIF) substantially reduced, with further reductions over the next six years. Current tariffs are 85% (for US$5-US$15/bottle CIF (750ml) and 60% (equal to or greater than US$15/ bottle CIF (750ml).

India is forecasted to be the world's third largest economy by 2030. Is it part of your export market diversification strategy yet?

ProWine Mumbai 2025 is an exciting opportunity for wineries to capitalise on the first mover advantage of tariff reductions on wine under AI-ECTA and for Australian wine and spirits exporters to diversify and grow their international markets.

Austrade, in collaboration with the state governments and Wine Australia, has participated in ProWine Mumbai for the last two years. The importance of this event is growing – last year saw new benchmarks with 5,947+ trade visitors from 18 countries, 170 exhibitors showcasing 1,000+ brands across 10 country pavilions, and over 7,000 sqm of exhibition space.

We invite you to join us as part of the Australian pavilion at ProWine Mumbai 2025, the ultimate opportunity for business networking, industry and market insights, and positioning Australia's offering of wines and spirits to the Indian audience under the **Australia banner**.

About the event

This **two-day event** will bring together all key industry stakeholders with concurrent events that foster collaboration: Exhibition & Booth Tastings | Masterclasses | Panel Discussions | Honouring Excellence Awards| Networking Gala Dinner**. Austrade will also provide an extended two-day value-added program to enhance market understanding and experience.**

For Australian wineries, the event (**29th October – 2nd November 2025**) will include:

- a display booth at ProWine Mumbai under the Australia (and State) banners.
- market briefing on market regulatory matters delivered by in-country experts.
- market visits to key retail outlets to understand the wine market and the broader retail landscape.
- support with coordination of wine sample logistics & warehousing (including customs clearance).
- potential presentation in a masterclass on Australian wines delivered to a broad industry audience.

Why you should participate

- As consumer demand for international wine grows and matures in India, there is an opportunity to build on this through the benefits provided by AI-ECTA.
- The beer category is expected to grow at a CAGR of 8.1% during 2023-2028 while IWSR data indicates that premium gin is expected to grow at 11.1% between 2020 and 2025 (*no AI-ECTA tariff reduction on these categories)*.
- ProWine Mumbai will serve as a platform for Australian brands to interact with Indian importers and showcase their offering to the target audience (importers, distributors, hotels and restaurants, sommeliers, media, high-net worth consumers, and wine & spirits enthusiasts).
- Mumbai is India's financial hub and the home to many prominent importers and producers of wine. It is also the hub for India's major event and entertainment industry (including Bollywood) and a 2.5-hour drive from India's largest wine producing region (Nashik). Over 80% of all beverages are imported through Nhava Sheva port (Mumbai).
- You'll receive extensive support from Austrade and state governments including market research, pre-departure briefings and in-market support.
- Relationships in the Indian market can take time to develop and there is no substitute for simply 'being there' – and what better way than as Team Australia.

Who should participate?

Wineries and spirits brands interested in entering or expanding their presence in India.

Eligibility Criteria

Wineries seeking to participate must meet the following eligibility requirements:

- Wineries and spirits brands should have an export license and exporter ID.
- Must have a registered ABN.

- Well-established export experience in 2-3 international markets.
- Broad portfolios that have a strong brand story and unique selling proposition (USP) relative to comparable brands. Low and zero alcohol wines are welcome.
- A previous track record of strong scores (90+pt) from publications such as James Suckling, Decanter and James Halliday are preferred but not required.
- A clear (and resourced) export development strategy for India market.

Interested? Apply before 20th August 2025!

To provide the highest level of service to delegates, places are strictly limited. **Apply here online: ProWine Mumbai 2025 Registrations**.

If your application is successful, you will receive an acceptance letter with Austrade's standard terms and conditions of participation along with an invoice for the deposit payment. You will be provided with an Event Participation Kit detailing all required information will be sent to you once the deposit is paid.

Package Options

Options	Total cost	Direct costs	Austrade service fee
1. Basic Package	A$5,500 (GST not applicable)	A$4,900 includes: • Rental of exhibition space (approx. 2m^2 per winery) design and fabrication of booth under Australia nation branding • Winery logo presence • ProWine co-exhibitor fee • ProWine management fee • Transport to and from mission locations (e.g., buses) • Catering and logistics costs for briefing and networking reception • Costs of an Austrade local specialist to accompany you.	A$600 (2 hours @ A$300 per hour) includes: • Project management of event (including booking of transport, liaison with stakeholders and assistance with logistics) • Coordination of samples logistics into India • Industry briefing in-market • Organisation of networking functions • On site assistance with business matching, including basic interpretation services • Coordination of marketing campaign pre, during and post-show.
2. Basic Package + Masterclass	A$6,000 (GST not applicable)	Benefits of Basic Package (above) plus: • Showcasing of one SKU as part of Masterclass conducted at the trade show, giving additional profile of your winery to potential importers and trade fraternity.	Limited seats available for Masterclass to be allocated on a first come first served basis.

Options	Total cost	Direct costs	Austrade service fee
3. Value Added Program Only (non-exhibitors)	A$ 1,000 (GST not available)	A$400 includes: • Transport to and from mission locations (e.g., buses) • Catering and logistics costs for briefing and networking reception • Costs of transport of an Austrade local specialist accompanying you.	A$600 (2 hours @ A$300 per hour) includes: • Project management of event (including booking of transport, liaison with stakeholders and assistance with logistics) • Industry briefing in-market • Market visits to understand retail landscape. • Organisation of networking functions.
• PAYMENT: Austrade requires payment upfront for all international events. The payment term is 30 days from invoice date and your place is not fully secured until the entire fee is paid. • State Governments may be to provide support to eligible participants. • Australian exporters may be eligible to claim some of the travel, marketing and promotion costs associated with this mission via the Export Market Development Grants (EMDG) scheme (administered by Austrade). For more information, refer to the EMDG website: www.austrade.gov.au/grants or call 13 28 78. • Please refer to the event Terms & Conditions for further detail. Non-payment by the specified deadline will result in the forfeit of your place at the event.			

Exclusions:

- Airfare, accommodation in India, logistics- airport transfers/transport during free time/own meeting, meals.
- Sample consolidation and transportation costs (including relevant duties).

SKUs and samples (Important)

Austrade estimates that up to 5 SKUs can be accommodated per participant. As a guide, four to six bottles of wine are required per SKU (additional four-five bottles if participating in the masterclass.) Please note, on-stand storage is limited, and the removal of leftover stock is the responsibility of the exhibitor. The amount of product shipped to ProWine Mumbai is at the discretion of the exhibitor.

Exhibitors are encouraged to showcase their best SKUs across the respective price points. Following registration Austrade will provide advice on consumer preferences and current market trends to inform selection. Wine Australia's market guide can be found here: https://www.wineaustralia.com/selling/export-market-guide-india

Sending samples to India can be challenging compared to other wine events around the globe due to tariffs, taxes, and other regulatory procedures.

Owing to regulatory requirements, the specified logistics partner (GEL Events / RE Rogers) is the sole pathway for wines that are not currently in the Indian market to be exhibited at ProWine Mumbai. Different procedures apply for those wines already in market.

India does not provide duty exemptions for commercial samples. As such, each SKU will be subject to the relevant tariff (accessible here: https://ftaportal.dfat.gov.au/IND/AUS/search/wine).

While we are unable to provide a definitive indication, in 2024 the cost of transportation through the logistics partner was approximately $95 per bottle. Discussions with the logistics partner indicate similar costs this year. While this may sound expensive, consider that several Australian wineries who registered for ProWine Mumbai 2023 & 2024 were return participants from previous years. This indicates that in the longer-term, this investment is worth it.

A consolidated shipment of samples from Australia to the event will be facilitated through ProWine Mumbai's assigned logistics partners in the first week of October. Local delivery of samples already registered in the state of Maharashtra to the partner warehouse in Mumbai may also be possible. **Exhibitors will be responsible for all transportation costs including shipping, duty and customs clearance costs.** Exhibitors will be invoiced for international shipping costs by the logistics partner upon the completion of ProWine Mumbai.

Austrade will work to ensure the lowest cost possible to all parties and will work with the ProWine logistics partners over coming months to try to reduce regulatory hurdles and costs.

Tentative Daily Itinerary

Program Schedule	
Dates	**Program**
August	Finalise participation and registration Distribution of travel and logistics information kit
End September	Consolidation of samples in Australia and shipment (further information to be provided)
15 October 2025 (tentative)	Pre-departure webinar
29 October 2025 (Wednesday)	Arrival of delegates Meet and greet Austrade and state government teams Market update session Workshop on regulatory & compliance environment Evening networking reception (tentative)
30 October 2025 (Thursday)	Site and market visits / Own meetings
31 October 2025 (Friday)	ProWine India Trade Show, Masterclass, Excellence Awards
1 November 2025 (Saturday)	ProWine India Trade Show De-brief dinner
2 November 2025 (Sunday)	Own meetings / Return to Australia

Important information

If you are considering this tradeshow, Austrade recommends you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au.

Please note Austrade works on best endeavour basis. We cannot guarantee the number of Indian companies that will be interested in your product. However, we will seek to facilitate as many opportunities as possible. By participating you are agreeing to advise Austrade on sales resulting from your participation in ProWine Mumbai to help meet our internal reporting requirement.

Please note Austrade will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Further information can be found at www.austrade.gov.au/Exporters/About-exporting/Legal-issues/.

Key Austrade contacts

To discuss participation in this trade show, please contact:

Australia	India
Matthew Davidson Global Engagement Manager Adelaide T +61 8 8202 7817 Matthew.Davidson@austrade.gov.au	**Shruty Saini** Trade and Investment Director New Delhi T +91 92056 00205 Shruty.Saini@austrade.gov.au

State Government Support

Please note you may be able to utilise grants through Austrade's Export Market Development Grants program or packages available through Export Finance Australia to fund some costs of participation. State Governments may also be in a position to provide support to eligible participants. For further information, please contact the relevant state government trade agency.