



MUMBAI

10-12 MAY 2022

EXHIBIT AT

VINEXPO INDIA



VINEXPO INDIA | MUMBAI EDITION IS OUR **NEW BTOB EVENT** **AIMED AT ENTERING** **THE DYNAMIC INDIAN MARKET !**



After a successful 1st edition in New Delhi,
Vinexpo India | Mumbai Edition embarks you
to a whole new experience aiming
at connecting you with retail
& distribution key players **in the heart**
of the commercial capital of India.

**YOUR JOURNEY
STARTS HERE!**





INDIA IS THE NEXT BIG THING

/ A STRONG ECONOMY

India economic indicators are very strong with a growth of **+9,5% in 2021.**

/ AN INCREASING CONSUMPTION

India's value expansion will be largely driven by **increased consumption among a growing middle class.**

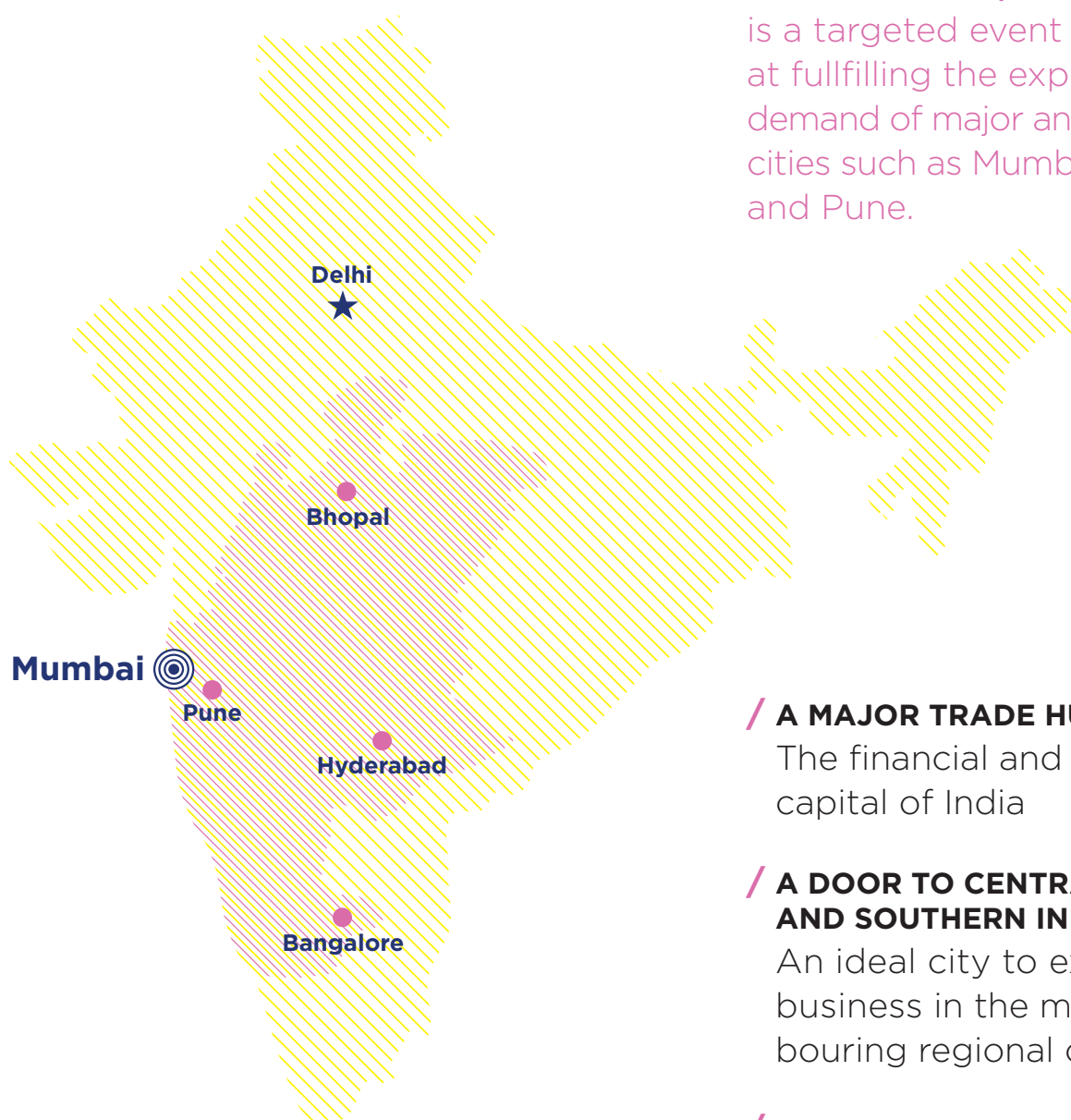
/ A GROWING POTENTIAL

India counts more than **800 million people under 35 years old.** Nearly 80% of households will have an average income by 2030.

MUMBAI: THE DOOR TO SOUTHERN AND CENTRAL INDIAN STATES

VINEXPO INDIA | MUMBAI EDITION

is a targeted event aimed at fulfilling the exponential demand of major and expanding cities such as Mumbai, Bangalore and Pune.



- Mumbai influence area
- Country

(sources : IWSR - Business France)

/ A MAJOR TRADE HUB

The financial and commercial capital of India

/ A DOOR TO CENTRAL AND SOUTHERN INDIA

An ideal city to expand business in the major neighbouring regional capital cities.

/ A DYNAMIC MARKET

A market potential of 200 million people with a large young and entrepreneurial audience.

THE NEW FRONTIER OF THE WINE MARKET

- / The Indian wine market is currently estimated at over **300 million people**.
- / The share of imported products is growing: total imports grew by **+4.3% in 2019**
- / Still wine has become **the dominant category** in recent years (**57%**) and the on-trade remains the key sales channel for wine
- / **New generations of consumers** are developing increasingly refined tastes and are becoming concerned about the quality and origin of the products they consume. They are inclined to take a close interest in **organic** and **biodynamic** wines.

Wine consumption
in India increased by

3.9%

in 2019,

with value
even outpacing
volume growth at

4.5%

(sources : IWSR - Business France)

SPIRITS: A LEADING SEGMENT AND A SEARCH FOR HIGH-END PRODUCTS

/ **The Indian market is largely dominated by spirits and beer,** which in 2020 represented nearly **53%** and **46%** of the consumption **of alcoholic beverages** by value.

India is a heavy weight
in the spirit galaxy.
India is considered as the

2nd

largest market in the world
after China with an
annual increase of

+3.6%
of the consumption.

/ India's value expansion will be largely driven by **increased consumption among a growing middle class.**

/ **Generation Y and the cocktail culture** are the **main factors driving the growth of spirits** in India including imported with the rise in purchasing power. These factors combined have played **a key role in the growth of premium whiskies.**

/ **The westernization of consumption practices is encouraging the tasting** and discovery of beverages that are not yet widely in India, such as Cognac.



4 REASONS TO JOIN US

1 / BUILD UP SOLID FOUNDATION

Benefit from 40 years of expertise of the leading wine & spirits tradeshow organiser with high-quality standards for an easy and efficient participation.

2 / JOIN A QUALITATIVE BTOB COMMUNITY

Participate **in a pioneering event and develop a strong BtoB network** with the key players of the local industry (importers, distributors, agents and retailers).steps on this promisify market.

3 / LIVE AN UNFORGETTABLE EXPERIENCE

Increase your potential into a qualitative environment designed to **reveal your brand and products potential.**

4 / EXPAND YOUR HORIZONS

Extend your benefits all year long through your privileged account on our digital portal and **access to more business solutions before and after the show.**



Vinexpo India is held jointly with SIAL India to amplify the perfect synergy between wine, beverages and food.

“ Vinexpo India has been a great experience! The masterclass has proven to be truly beneficial. The event has been truly informational and knowledgeable. Looking forward to more events like this in the coming years. ”

Kartie - winemaker from Mizoram

Vinexpo India and SIAL India will gather a diversified audience of BtoB buyers willing to source local and international wines and spirits.



400+
exhibitors



2500
pre-organized business meetings



40
countries



10 000+
professional visitors
(Importers, distributors, wholesalers, retailers and hospitality, institutions & media...)



JOIN US

A COMPLETE EXPERIENCE

Choose the perfect fit into our different exhibition options: raw space, equipped booth or pavillion are available.

Get your own masterclass to promote your savoir faire and products into our program dedicated to a qualitative audience.

Discover our offer, **click here**

BOOK YOUR STAND

sales@vinexposium.com



SAVE THE DATE

10-12 May 2022
Nesco,
Bombay Exhibition Center

An event by **VINEXPOSIUM.** Jointly organised with



Vinexposium is the merger of Vinexpo and Comexposium's wine division, making it the world's leading organizer of wine and spirits industry gatherings with a portfolio of iconic, recognized events, welcoming more than 78,000 visitors and 5,900 exhibitors annually.