



**“Wines
of
India”**

A PEAK INTO THE HISTORY OF WINES IN INDIA

- Viticulture in India has a long history dating back to the time of the Indus valley civilization when grapevines were believed to have been introduced from Persia.
- Winemaking has existed throughout most of India's history but was particularly encouraged during the time of the Portuguese and British colonization of the subcontinent.
- The first known mentioning of grape-based wines was in the late 4th century BC writings of Chanakya who was the chief minister of Emperor Chandragupta Maurya.
- In the centuries that would follow, wine became the privileged drink of the *Kshatriya* or noble class

It was a long road for the Indian wine industry. Unfavourable religious and public opinion on alcohol developed and culminated in the 1950s when many of India's states prohibited alcohol.

Vineyards were either uprooted or encouraged to convert to table grape and raisin production.

Some areas, like Goa, continued to produce wine but the product was normally very sweet and highly alcoholic.

The turning part of the modern Indian wine industry occurred in early 1980s with the founding of **Chateau Indage** in the state of **Maharashtra**. With the assistance of French winemakers, Chateau Indage began to import *Vitis vinifera* grape varieties like Cabernet Sauvignon, Chardonnay, Pinot blanc, Pinot noir and Ugni blanc and started making still and sparkling wines.

Other wineries soon followed as the emergence of India's growing middle class fuelled the growth and development of the Indian wine industry.

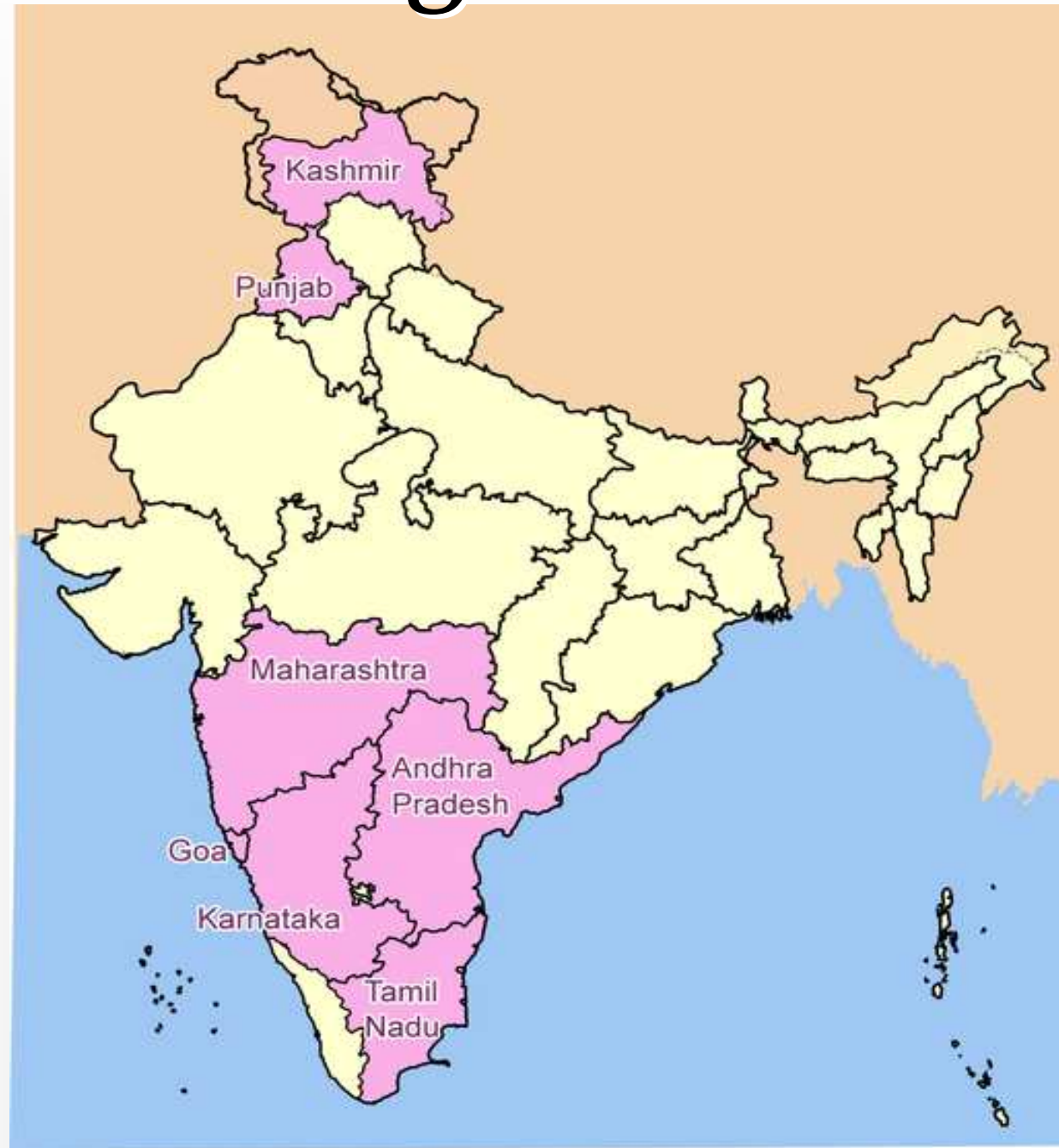
Wine regions

Vineyards in India range from the more temperate climate of the northwestern state of Punjab down to the southern state of Tamil Nadu.

Some of India's larger wine producing areas are located in Maharashtra, Karnataka near Bangalore and Andhra Pradesh near Hyderabad.

Within the Maharashtra region, vineyards are found on the **Deccan Plateau** and around **Baramati, Nashik, Pune, Sangli** and **Solapur**. The high heat and humidity of the far eastern half of the country limits viticultural activity.

Wine Regions of India



A quick glimpse into the wineries of India



Sula Vineyards



- Sula vineyards is Situated 180 km northeast of Mumbai in Nashik which is India's largest grape-growing region, this region was traditionally never been used to grow wine grapes.
- Rajeev Suresh Samant is the Founder and CEO of Sula Vineyards.
- Kerry Damskey, a renowned Californian winemaker, enthusiastically agreed to help start a winery on Rajeev's 30 acre family estate.
- The first Sula wines, released in 2000, were widely acclaimed as India's best white wines.



Since its inception, Sula has rapidly established itself as India's leading premium wine brand, helping spark a wine revolution in India

In 2005, Sula proudly launched its first reserve wine, the 'Dindori Reserve Shiraz', as well as India's first dessert wine, the 'Late Harvest Chenin Blanc'.

Firmly committed to remaining at the forefront of Indian wines, Sula continues to experiment with new varietals, engage in sustainable agriculture, support the local rural economy, and, of course, make wines of outstanding quality and superb value.

Wines at Sula

Sula produces a variety of wines to suite ever palate which includes ...

WHITES:

Dindori reserve Viognier
Sula Reisling
Sula sauvignon blanc
Sula chenin blanc
Mosaic white
Madera white
Samara white
Dia
Sula late harvest chenin blanc

SPARKLING:

Sula brut
Rose brut
Sula seco

REDS:

Rasa
Dindori reserve shiraz
Sula cabernet shiraz
Sula merlot/ malbec
Sula red zinfandel
Satori merlot/malbec
Mossaic red
Madera red
Samara red
Rosé
Mosaic rose
Madera rose
Sula blush zinfandel

Chateau Indage



- Chateau Indage is a popular and very large Indian winery. Founded in **1982**, by Mr. Shyamrao Chowgule.
- It was setup after 2 years of research by Champagne Technologies of France.
- Chateau Indage Ltd. (now Indage Vintners Ltd) was involved in producing wines and selling them in the domestic market and the engineering and hotel business till 1996
- Chateau Indage ltd (now Indage vintners Ltd.) started the journey in the field of champagne and wines in India in 1988 by launching its flagship product '**Marquise de pompadour.**'
- Champagne Indage ltd has been able to develop and expand the non existent wine market with a 75% market share in wines.

Wines at Indage

the following wines are produced at Indage...

- Marquise de pompadour
- Ivy
- Joie
- Chantilli
 - Merlot
 - Cabernet sauvignon
 - Shiraz
 - White zinfandel
 - Chardonnay
 - Chenin blanc
 - Sauvignon blanc
- Vin ballet:
 - Red and white
- Hammer:
 - ruby port
- Ivy:
 - Malbec
 - Shiraz
 - White zinfandel
 - Viognier
 - Chardonnay Semillon
 - Chenin blanc Muscat
 - Sauvignon blanc
 - Semillon
- Figueira
 - Port red and white
- Riviera:
 - Red and whit
- Vino sparkling
 - Red and white

Grover vineyards



- In 1988, Grover Vineyards was established on 40 acres of land at the foot of the Nandi Hills on the outskirts of *Bangalore* when; Kanwal K. Grover along with Kapil Grover took on the task of reviving wine drinking in India. Here nine varieties that responded well to Indian conditions were planted on an industrial scale. Today, Grover Vineyards has over 200 acres under plantation. Unlike other wine makers in India today, Grover Vineyards is the only company that shuns ordinary table grapes, while exclusively using only French wine grapes, selected from the original thirty-five varieties of the *Vitis Vinifera* species.
- In 1995, Grover Vineyards attracted the attention of the world-renowned oenologue, Michel Rolland, to offer his expertise to the Indian venture. His expertise in wine making sees him as ‘consultant oenologue’ to over 100 companies all around *Europe, South and North America and Asia*. In India, Rolland is affiliated exclusively with Grover Vineyards.

Wines from the Grover vineyards...

- La reserve.
Art collection:
- Sauvignon blanc
- Viognier
- Shiraz rose
- Shiraz
- Cabernet shiraz
- Chenin blanc



Chateau d' Ori



- the *Chateau d'Ori* establishment consists of a single piece of well developed estate measuring one hundred acres at the base of the twin hills of Nhera-Ori at Dindori, Nashik. Chateau d'Ori is the creation of an unusual entrepreneur and wine lover, Mr. Ranjit Dhuru, a very successful business man in his own right. On the one hand Mr. Dhuru runs a successful, 100 million dollars multinational IT enterprise. On the other hand, his passion for wines has led him to set up India's first state-of-the-art winery incorporating features like gravity flow and a fully automated bottling plant
- Monsieur Athanase Fakorellis is an award winning wine maker from Bordeaux, he has been involved with Chateau d'Ori right from beginning . He is responsible for selecting the correct strains of vins from Bordeaux right up to the final product. His name features on the back label of all the chateau d'Ori wines he has blended.

The wines at d' Ori

Chateau d'Ori, like all classic wines of the world, bears the same name as the vineyard from which it is made ...

Some of the wines are:

- Viva
- Sauvignon blanc
- Cabernet merlot
- Cabernet syrah
- Syrah
- Cabernet sauvignon
- Viva rose

York Winery



Twenty minutes from Nasik city, situated in the heart of India's sprawling wine country, is YORK Winery.

YORK Winery Pvt. Ltd. was formed in the year 2004 with a vision to not only be an Indian winery but successfully be in the business of wines at the international level. The following year was spent researching the industry, looking at the feasibility and planning the design of the winery. The construction of the winery started in August 2006. Today, the winery building stands proud, overlooking the placid waters of the Gangapur Dam

The first vintage produced the whites Sauvignon Blanc and Chenin Blanc. The reds, Shiraz and Cabernet Sauvignon, are barrel-aged in American, French and Hungarian oak for a period of 8-10 months. There is also a Blush Zinfandel or Rose wine.

Wines of York...

Reserves :

- Cabernet Sauvignon
- Shiraz

Reds:

- Shiraz
- Cabernet Sauvignon

Whites:

- Chenin Blanc
- Sauvignon Blanc
-

Rose

- Zinfandel Rose

Manthan :

- Manthan red
- Manthan white



ND Wines



Mr. Ashok Gaikwad and his friends together established N. D. Grapes Pvt. Ltd. in the year 1993, N. D. Grapes started exporting table grapes to various countries all over the world.

- The beautifully landscaped winery is located on the lake side and surrounded by lush green vineyard. At the winery the time tested art of wine making has gained greater height under the expert eye of the famous French wine master Mr. Jean Manual Jacquinot. The state of the art winery is well equipped with all imported machinery made by the renowned French companies. With growing demand from the customers, crushing capacity was enhanced from 200 tonnes to 1400 tonnes. N. D. Wines is geared up to fulfill the rising demand of today's international wine market.

Brands at ND

- Red wines:
- Syrah
- Cabernet Sauvignon
- Cabernet syrah
- Cabernet Sauvignon reserve
- White wines
- Sauvignon Blanc reserve
- Chenin blanc
- Sauvignon blanc

Vinsura Wines (Sankalp Winery Pvt. Ltd)

- (Vinsura Vineyards) Sankalp Winery Pvt. Ltd. was formed by a passionate band of horticulturists who brought a dream from France to Vinchur Wine Park . Mr. Khadangle, Mr. Holkar and Mr. Nathe make the core management team. Mr. Khadangle has specialized in chemistry, Mr. K...Holkar is a horticulturist, and Mr. Nathe is a management expert.
- Located in MIDC Vinchur , A central part of fertile grape growing area in Nashik Valley , this is the first winery-Park is situated on Mumbai-Aurangabad highway. It is easily accessible by rail and road. It is about 4 hours drive Mumbai and Pune. The world famous caves of Ajanta and Ellora, near Aurangabad, are about 90 km, from the Pilgrim City of Nashik, a holy shrine of Shirdi, at 35 miles.



Brands at Vinsura

- Platine rose sparkling
- Platine Syrah
- Platine Cabernet Sauvignon
- Vinura Rose
- Vinsura Chenin Blanc
- Vinsura Shjiraz
- Vinsura Sauvignon Blanc
- Vinsura Zinfandel
- Vinsura Merlot
- Vinsura Cabernet Sauvignon
- Vinsura White Zinfandel
- Vinsura late harvest Zinfandel
- Valentino Red
- Valentino White
- Claret

Other wineries which contribute in Indian wine industry

- Sailo Wines, Tal. Niphad, District Nashik
- Renaissance winery Nashik
- Terroir India, Igatpuri, Nashik
- Vallone winery, Igatpuri, Nashik
- Valle de vin, Igatpuri, Nashik
- Seagrams, Dindori, Nashik
- Prathamesh Wines, Satana, Nashik
- Pyramid Wines, Baramati, District Pune
- Rajdheer Wines, Deola, Nashik
- Reveilo wineries, Niphad, Nashik
- Saikripa winery, Palus, Sangli
- Sigma winery Sinnar, Nashik

Other wineries which contribute in Indian wine industry

- UB wines Bramati, Pune
- Blue Star Agro Winery, Chakan Pune
- Bosca winery, Baramati, Pune
- Dajeebah, Sangli
- Flamingo winery, Vinchur, Nashik
- Greno vineyards, Sangli
- Vinicola, Goa
- Four seasons, Nashik
- Good earth winery, Nashik
- Mountain View, Nashik
- Big banayan, Karnataka
- Mercury wines, Nashik
- Mandala winery, Karnataka
- Elite vintage winery, Karnataka
- Alpine winery, Karnataka

The Indian wine Industry

- India ranks 77 in terms of wine consumption in the world
- There were only 6 Indian wineries in 2000. Today, the number has grown to 65. Around 85 per cent of these are located in Maharashtra—Nashik, Pune, Baramati and Sangli
- Indians consume 9.9 million litres of wines annually. It is estimated to be 18 million in the year 2010
- India is not traditionally a wine drinking country. Due to earlier period of prohibition in India and higher price compared to spirits like whisky and brandy manufactured in the country, the manufacture and consumption of wine in India is insignificant when compared to other countries.

Indian wine consumption according to taste preferences

- The tastes and preferences of Indian population are towards still wines, and more specifically table wines.
- Though market exist for Champagne and Sparkling wines, these varieties sell at much lesser rate(8-10%) market share.
- In general, slightly sweet wines and the varieties of Sauvignon Balnc,Chenin Blanc, Riesling And Gewurztraminer are fairly popular and also pair well with the Indian Dishes.
- Similarly Rose and Blush have been projected as good fits for the Indian wine market.
- However the majority of Sales have stayed on traditional still Red and White wines.

Indian wine consumption by location

- Two largest and dominating cities are Mumbai and Delhi.,65% of total Indian wine consumption is accounted by these two locations
- The number reaches to 80% if it included other major cities such as Bangalore, Chennai , Kolkata, Nashik and Pune
- The two places are important places for any producer or distributor for increasing sales to India.
- Karnataka and Goa are the secondary market

Wine styles available in india

- (Still wines): In this category the Indian market is divided mainly into two major categories - White and Red wines;
- · Sparkling Wines: This wine is generally considered to fall within the White wine category by many consumers;
- · Fortified wines: This is not yet made or regarded as quality wines
- Rose wines

Factors responsible for low consumption

- Poor storage;
- · Poor transport facilities;
- · Lack of promotional activities for wine consumption in the country;
- · Unfavourable rules for domestic marketing of wines except in few States;
- · Rigid and regressive government rules with different taxation across various states.

Conclusion

- Thus continuing hard work and giving its best the Indian wineries will try to get better and better with time and achieve a prominent place in the global market
- Indian wineries are now aiming at producing quality wines and tapping the was potential of wine consumers in the market

THANK YOU