IndiAndes

SAMPLE FORMAT

MARKET ENTRY · WINE

Market entry snapshot

This is a format sample. The winery, prices, dates and findings below are invented to show how the deliverable is structured. They do not describe a real client, importer or project, and are not a reading of the Indian wine market.

PREPARED FOR	REFERENCE	ISSUED	PREPARED BY
Sample Winery SpA	IA-ME-0000	04 February 2026	IndiAndes — Santiago

What we were asked

Client	Chilean winery, Colchagua Valley
Category	Premium reds, 750 ml bottle
Capacity available	Approx. 40,000 bottles a year
Objective	First import into India within twelve months
Current markets	Brazil, China, United Kingdom
Question asked	Is India worth entering, in which state and through which channel

How the market is structured

India taxes imported wine at a high customs duty and, on top of that, each state levies its own tax and requires its own registration. That structure, more than consumer taste, decides which Chilean wine can compete on a list and which is priced out before it arrives.

- Basic customs duty on bottled wine is 150% of CIF value, and IGST is calculated on the value that already includes that duty
- Alcohol is a state subject: Maharashtra, Karnataka, Delhi, Goa and Telangana each set their own registration, labelling and taxes
- Maharashtra and Goa keep the most favourable excise policy for imported wine; Karnataka is among the heaviest
- Premium consumption concentrates in the on-trade — hotels, restaurants and clubs — across Mumbai, Delhi NCR, Bengaluru and Goa
- No importer covers all of India: you operate state by state or across a group of states, which forces a choice of where to start
- The trade agreement in force between Chile and India gives wine no preference; a CEPA under negotiation could change that, but it is not signed

How the price is built, 750 ml bottle

CONCEPT	PER BOTTLE	RUNNING TOTAL
FOB Valparaíso	US$4,20	US$4,20
Freight and insurance to Nhava Sheva	+ US$0,70	US$4,90
Basic customs duty, 150%	+ US$7,35	US$12,25
State excise, registration and labelling (Maharashtra)	+ US$2,35	US$14,60
Importer-distributor margin	+ US$7,90	US$22,50
Retail price, Mumbai		**US$22,50**
List price, five-star hotel		**US$38,00**

> Values are observed from published price lists and excise notifications in the sample period. They indicate order of magnitude, not a quotation. Below US$4 FOB per bottle the wine reaches a hotel list; above US$6 it competes only in a very narrow niche.

Entry routes considered

MINOR **Licensed importer-distributor in Maharashtra**

Fastest route to a first import. Mumbai concentrates the premium on-trade and the excise policy is the most favourable in the country. Lower margin, and the importer owns the hotel relationship rather than the winery.

Verdict: Recommended entry route. Start here.

MAJOR **Direct agreement with a national hotel group**

Highest margin and the strongest reference if won. The groups buy through a licensed importer anyway, and require stock continuity a winery of this volume cannot hold in year one.

Verdict: Right target for month nine onward, not for a first sale.

MINOR **Simultaneous registration across several states**

National coverage from the start. It multiplies registrations, labelling and working capital before anyone knows whether the wine sells, and leaves stock idle in states with no proven demand.

Verdict: Premature until Maharashtra delivers.

Recommended sequence

- **Month 1 — 2:** adapt label and technical sheet to FSSAI requirements and Maharashtra excise
- **Month 2 — 4:** approach the seven licensed importers on the target list and qualify interest
- **Month 3 — 5:** send samples and settle a price band with the two most responsive importers
- **Month 5 — 8:** first trial import and placement on the list at two Mumbai hotel groups
- **Month 9 — 12:** review Goa and Delhi NCR using the Maharashtra record as reference

> This is a market read and a plan of action. It is not a forecast, and it does not guarantee orders, market access or importer appointment.