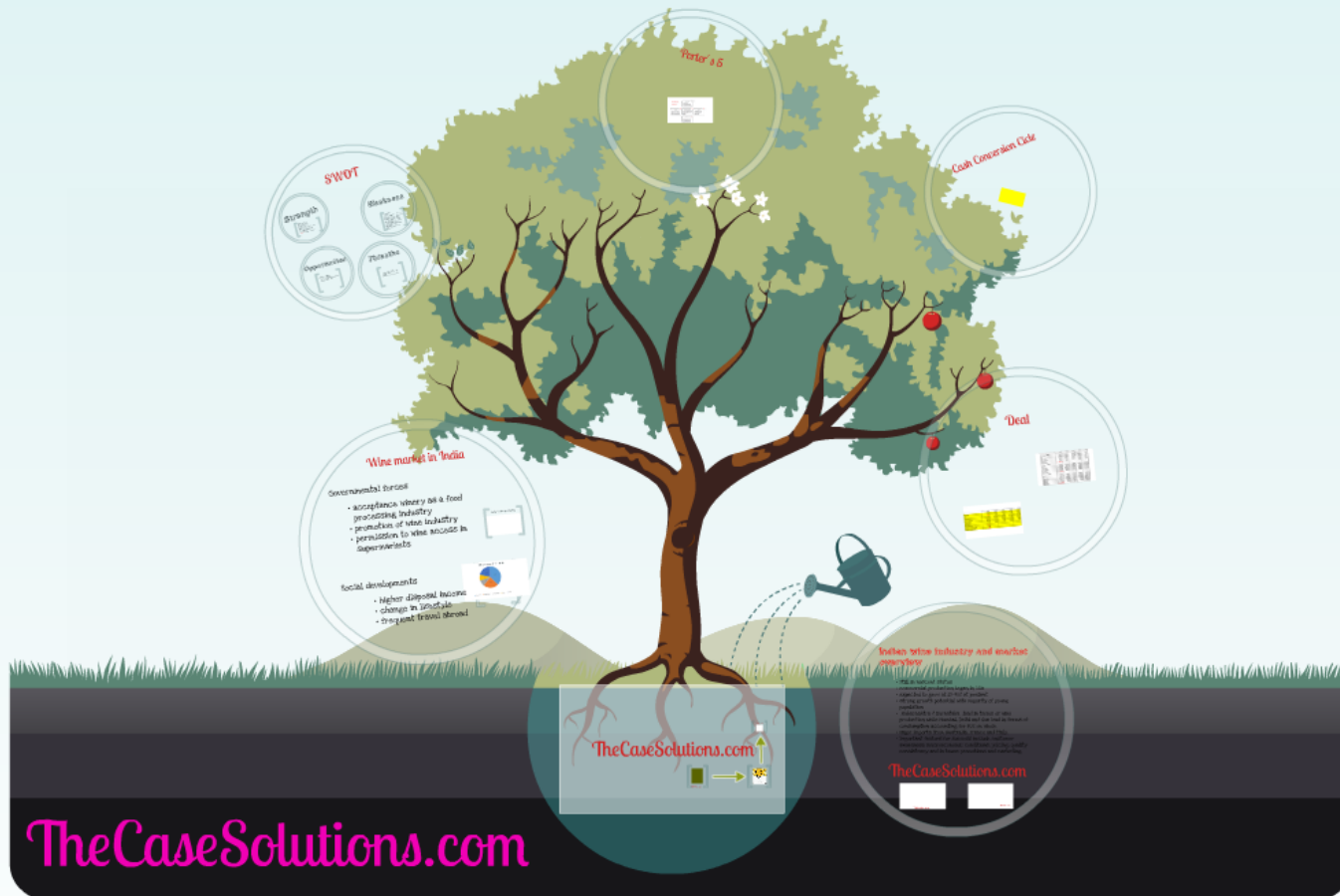


# Recruiting Andrew Yard (A)





## Indian wine industry and market overview

- Still in nascent status
- Commercial production began in 80s
- expected to grow at 25-30% at present
- Strong growth potential with majority of young population
- Maharashtra & Karnataka lead in terms of wine production while Mumbai, Delhi and Goa lead in terms of consumption accounting for 80% on whole.
- Major imports from Australia, France and Italy.
- Important factors for success include customer awareness, macroeconomic conditions, pricing, quality consistency and in house promotions and marketing.

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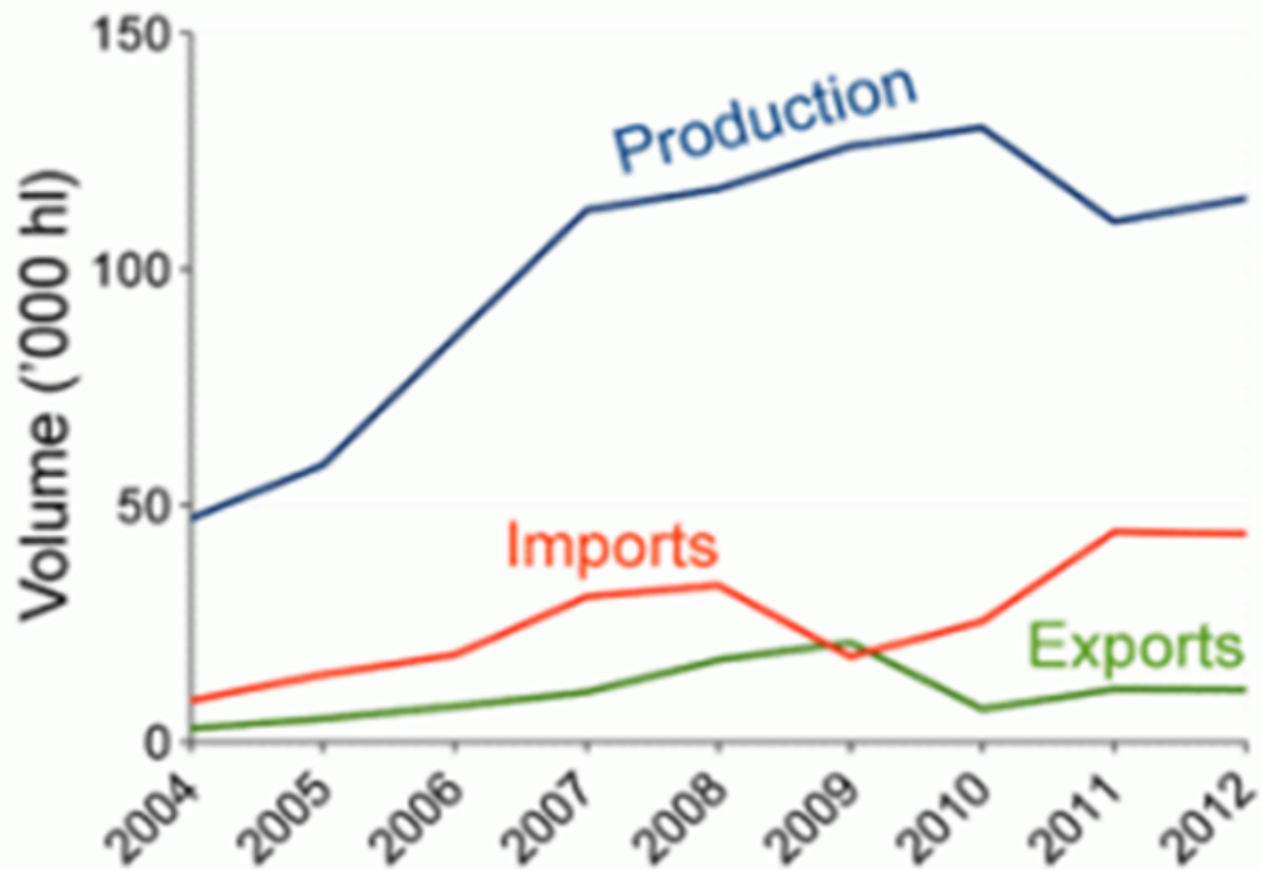
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Source: USDA GAIN report, 2012

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