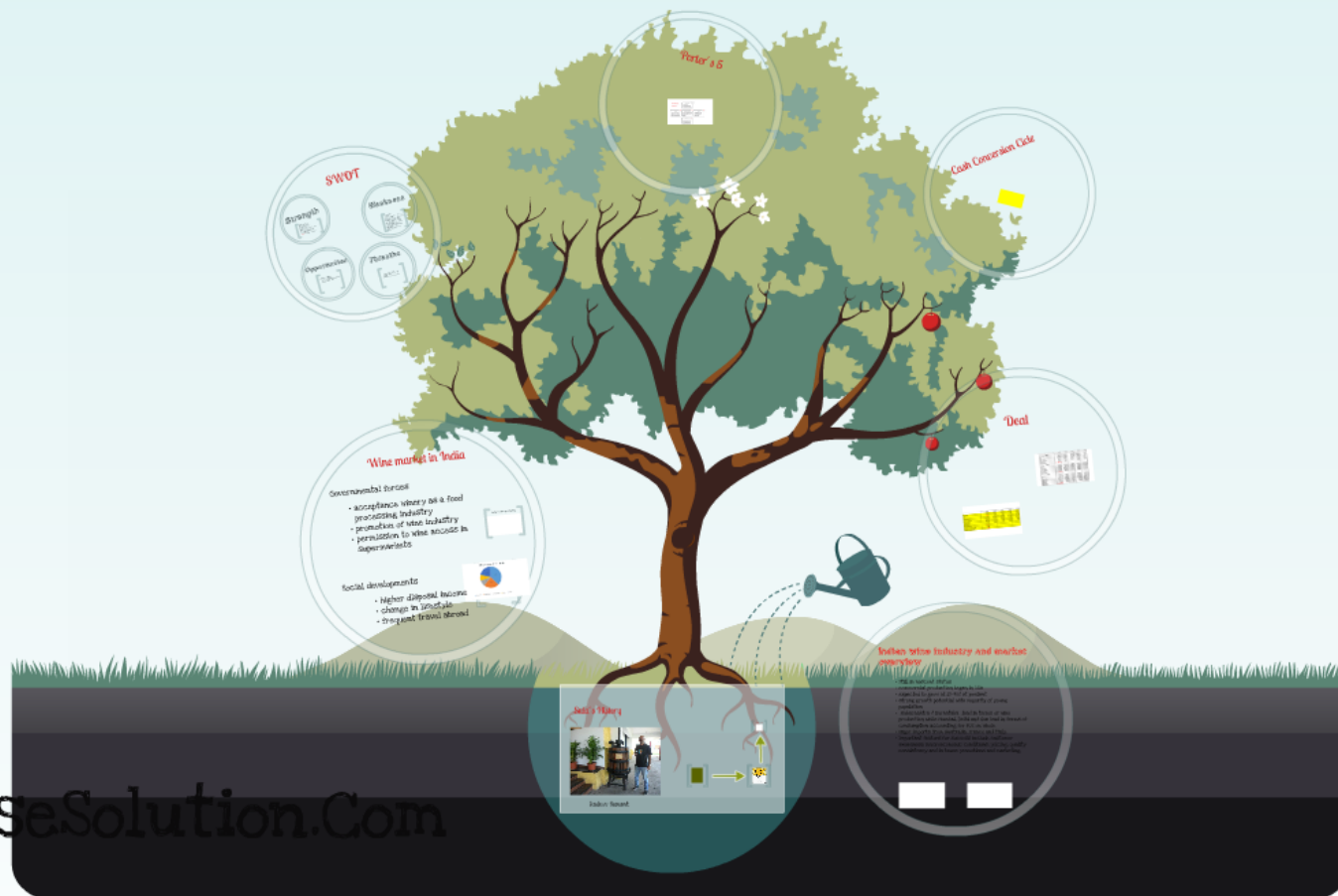


Sula Vineyards



The diagram illustrates a business analysis framework for the Indian wine industry, structured around a tree metaphor. The central trunk is labeled "Wine market in India". The branches represent various analytical tools and market insights:

- Porter's 5**: Located at the top of the tree, representing Porter's Five Forces.
- SWOT**: A circular node on the left branch, containing Strengths, Weaknesses, Opportunities, and Threats.
- Cash Conversion Cycle**: A circular node on the right branch, representing the company's financial health.
- Deal**: A circular node on the right branch, representing the transaction details.
- Indian wine industry and market overview**: A circular node at the bottom right, providing a broad view of the industry.
- Sales & History**: A circular node at the bottom left, representing the company's sales performance and historical data.

A watering can is shown watering the roots, symbolizing the foundation of the business. The background features a grassy field and a blue sky.

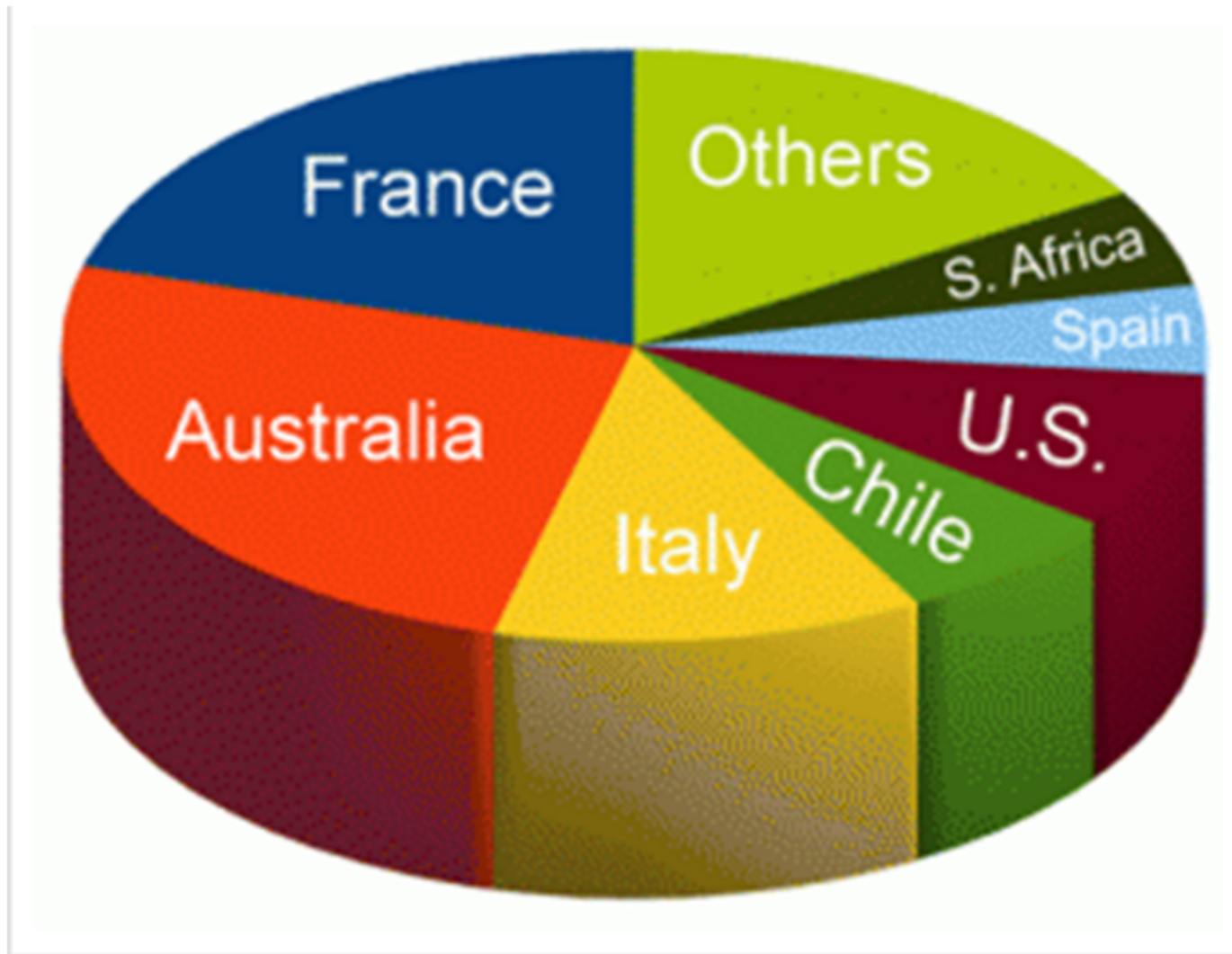
Indian wine industry and market overview

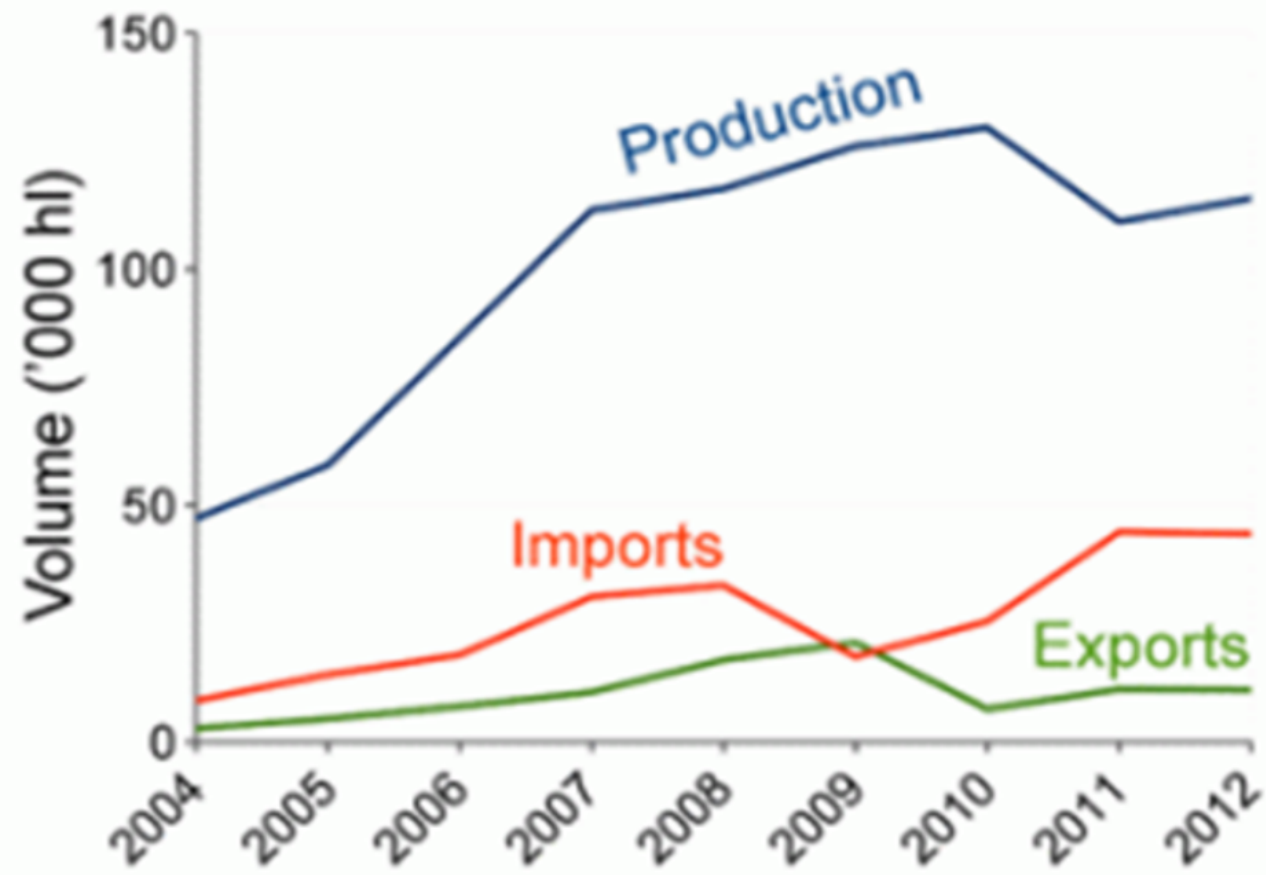
- Still in nascent status
- Commercial production began in 80s
- expected to grow at 25-30% at present
- Strong growth potential with majority of young population
- Maharashtra & Karnataka lead in terms of wine production while Mumbai, Delhi and Goa lead in terms of consumption accounting for 80% on 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.



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.





Source: USDA GAIN report, 2012

Sula's History



Radeev Samant





Copyright 2009 Anil Rajput