

PACTRADAR

STANDARD COUNTRY REPORT

WINE IMPORTER GUIDE INDIA FOR PRODUCERS

Direct importer intelligence, portfolio depth and buyer access across India.

**FULL OVERVIEW
SEPTEMBER 2026**

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Wine importer intelligence, market routes, portfolio depth and buyer access.

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Importer	Organisation and documented reach	Principal channels	Contact route and status
Importer 05	Delhi NCR imported-wine and spirits platform; current wine catalogue.	Luxury hotels and on-trade.	ace M
Importer 06	Mumbai base and metro sales network described in dossier.	On-trade and retail.	inf
Importer 07	Mumbai base; multi-city office and key-account network described in dossier.	Premium retail and on-trade.	Col ma
Importer 08	Mumbai; multi-state company claim.	Retail, digital and premium accounts.	inf pro
Importer 09	Mumbai importer-distributor.	Wine, spirits, food and hospitality.	sal pro
Importer 10	Mumbai specialist retail/club platform using stated logistics support.	Specialist retail and club.	gus p. €
Importer 11	Delhi importer-distributor; Delhi, Mumbai, Haryana and Punjab named in dossier.	Retail, hotels and regional distribution.	raic p. €
Importer 12	New Delhi / Samalkha focused wine portfolio.	Trade distribution and wine accounts.	cor C /
Importer 13	Delhi group with travel-retail route.	Duty free and travel retail.	dha p. i
Importer 14	Delhi / north-India bonded, duty-paid and duty-free route.	Wholesale, duty paid and travel retail.	cse
Importer 15	Sula Vineyards imported-wine arm and domestic-wine platform.	Restaurants, retail, trade education and gifting.	Sul 76
Importer 16	Corporate luxury brand platform.	Luxury hotels, fine dining, prestige retail and events.	cor
Importer 17	Corporate brand platform; current IOR differs by brand and is not inferred.	Hotels, retail, restaurants and alcohol-free route.	cor
Importer 18	Historical preliminary record; no current importer operation, portfolio or supplier route established.	No current route; historical background only.	His
Importer 19	Company-published wine-import and seven-state claim.	Trade and hospitality route described by company.	Off pro
Importer 20	New Delhi head office; Bengaluru and other locations listed.	Imported wine and spirits trade.	inf pro
Solis / Mohan Brothers	Group platform; importing entity differs by product.	Wine and spirits distribution.	Solis company route C / promie p. 88

**CONTACT ROUTES
WITHHELD**

FULL DATA RESERVED FOR BUYERS

Complete names, contacts and records are included in the paid report.

senior commercial team. This is a large group: a serious wine appointment involves both senior portfolio sponsorship and the operational teams responsible for the states and channels in which the label will be sold. The relevant senior and business contacts are: **Decision-maker withheld** nily executive and long-standing public face of **Importer 01** ine business — **Importer 01** porate contact: **Contact withheld** **Importer 01** tfolio team — Wine, spirits and beer portfolio enquiries — **Contact withheld** | **Website withheld**

Importer 01 tters most to producers looking for an importer that can turn a national ambition into a city-by-city programme. Its defining strength is organised scale: a Delhi operating base, a broad network of branch cities and experience with well-known international names. The counterweight is portfolio density. The producer list below shows that the company has worked with leading French, Italian, Australian and New World estates; any additional wine must earn a distinct place within that broad commercial book. For an established winery with depth of supply, a clear price architecture and a wish to develop several Indian markets, **Importer 01** ains one of the country’s central importer routes.

Company Overview

Field	Company information
Legal name	Importer 01
Business	Importer and distributor of wines, spirits and beer
Established	Year withheld
Registered office	Registered office withheld
Telephone	Telephone withheld
Business email	Contact withheld
Website	Website withheld
Wine role	Direct wine importer and national distributor

Management and Key Contacts

Person or contact point	Current role or relevance	Business contact or professional profile
Decision-maker withheld	Senior family executive and long-standing public face of Importer 01 ne business	Importer 01 porate contact: Contact withheld
Importer 01 tfolio team	Wine, spirits and beer portfolio enquiries	Contact withheld Website withheld

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Producer and Brand Directory

This directory compares the producers and brands represented by each direct importer, together with country of origin, wine range and available Price references.

Importer	Origin	Producer or brand	Wine family / labels	Portfolio connection	Price reference
Importer 01	France	Domaines Schlumberger	Alsace wines; earlier Importer 01 olio reference	Earlier relationship	
Importer 01	South Africa	Jordan Winery	South African premium wine; earlier Importer 01 folio reference	Earlier relationship	
Importer 01	South Africa	Rupert & Rothschild Vignerons	Premium red-wine reference	L	
Importer 01	Australia	Montana Wines	Australian wine reference	L	
Importer 01	France, Italy, Spain, Chile, Argentina, United States, New Zealand	international imported wine catalogue	International wine representation across Old World and New World origins	L	
Importer 02	France	Famille Perrin	La Vieille Ferme, Rhône and Southern Rhône wines	L	
Importer 02	France	Bouchard Père & Fils	Burgundy including Nuits-Saint-Georges Les Porrets Saint-Georges	L	Bouchard Pere & Fils Nuits Saint Georges Les Porrets Saint Georges 2019/2021: INR 24,430 (EUR 222.09; USD 253.16)
Importer 02	France	Château Branaire-Ducru	Saint-Julien classified-growth Bordeaux estate.	L	
Importer 02	France	Château Lynch-Bages	Pauillac classified-growth Bordeaux estate.	L	
Importer 02	France	Château Palmer	Margaux classified-growth Bordeaux estate.	L	
Importer 02	France	Château Le Puy	Côtes de Francs / Right Bank biodynamic Bordeaux estate.	L	

FULL DATA RESERVED FOR BUYERS

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4 State-by-state alcohol market structure

Maharashtra

Market position: Very high. Maharashtra is governed by Maharashtra State Excise. The commercial focus is Mumbai, Pune and Nashik. The market uses a private excise and licensed trade structure model. In operational terms, the wine must pass brand and label process plus import/transport permissions; current tariff must be checked in the annual schedule. The realistic supply chain is private import-distributor, licensed wholesaler and on/off-trade route.

Commercial role: Large premium base, but costs and administration require a planned launch. For wholesale wine import and sale, Maharashtra State Excise describes Form F.L.W. I as the trade-and-import licence for removal from a customs frontier and import and wholesale vend of wine, not for consumption on the premises. E-II is a separate on-premise wine-sale licence for a hotel, restaurant, canteen or club; it is not the wholesale import licence. FL/W-II is a separate retail licence class restricted to wine manufacturers' premises. Start with the correct import/wholesale licence and the state brand route, then allocate the on- and off-trade route separately (SR-MH01–SR-MH03).

Delhi NCT

Market position: Very high. Delhi NCT is governed by Delhi Excise Department. The commercial focus is New Delhi and NCR. The market uses a government-led retail with licensed wholesale and horeca model. In operational terms, the wine must pass brand registration and import/wholesale procedure under the policy extended to 31 march 2027; published schedules include brand charges and policy fees. The realistic supply chain is licensed importer/wholesaler to government retail, hotels and restaurants.

Commercial role: High visibility and premium demand. Treat retail listing, price approval and commercial sequence as separate decisions. A first-wave state for premium importers, subject to clear registration ownership and price approval.

Haryana

Market position: High. Haryana is governed by Haryana Excise and Taxation Department. The commercial focus is Gurugram, Faridabad, Panchkula. The market uses a private and licensed market model. In operational terms, the wine must pass annual policy, label/brand and l-1 route must be confirmed. The realistic supply chain is licensed l-1 and local wholesale/retail partners.

Commercial role: Gurugram is an important expatriate, corporate and premium-retail market; price can differ materially from Delhi. Use with a dedicated Haryana partner; do not assume Delhi registration transfers.

Karnataka

Market position: Very high. Karnataka is governed by Karnataka Excise Department and KSBCL structures. The commercial focus is Bengaluru. The market uses a state-regulated distribution and private retail/on-trade model. In operational terms, the wine must pass current policy and product approval requirements; 2026 reform changed price-setting and duty design. The realistic supply chain is importer plus karnataka-approved distributor/wholesale route.

Commercial role: Bengaluru is one of India's strongest premium consumption cities. 2026 reforms require a fresh pricing review, not historic assumptions. Top priority after confirming the applicable 2026-27 product, duty and distributor pathway.

Goa

Market position: High. Goa is governed by Goa Excise Department. The commercial focus is Panaji, North Goa, South Goa. The market uses a private trade in a tourism-led market model. In operational terms, the wine must pass annual brand/label registration and excise processes via the state portal. The realistic supply chain is licensed wholesale and retail/restaurant route.

Masque, Mumbai: Open official reservation page

Avartana, ITC Grand Chola: Open official restaurant page

LUPA, Bengaluru: Open public venue page

Le Cirque, The Leela Palace New Delhi: Open official wine menu

10 Wine Agents and Commercial Representatives in India

India has a small specialist group of wine consultancies, brand advocates, origin programmes, wine-list advisers and trade-access platforms. The 20 entries below are a mixed map of consultancies, educators, origin programmes, media networks and trade platforms. They are not 20 independent sales agents, and none should be assumed to hold an import licence or producer appointment. They support representation and market development; the appointed importer performs the legal import function.

COMMERCIAL ROLE MAP

Commercial route	Profiles	What the route delivers	Importer relationship
Independent market-entry advisers	01–07	Producer positioning, brand activation, technical or hospitality advisory	Selects, supports or works alongside a separate importer
Corporate and state wine advocates	08–10, 19–20	State education, corporate brand advocacy and regional professional reach	Supports sales execution after import / distribution
Wine-trade community and media	11–13	Professional visibility, tasting panels, sommelier and enthusiast access	Builds market pull and trade visibility for the appointed importer.
Origin and trade-access platforms	14–18	Producer collectives, origin promotion and importer meeting formats	Creates producer-importer meetings and commercial programmes.

THE 20 PRIORITY AGENT AND REPRESENTATION PROFILES

AGENT IDENTITIES RESERVED FOR BUYERS

Complete names, contacts and records are included in the paid report.

SEPTEMBER 2026

Know the landscape before approaching India.

The complete 187-page guide reveals the importer identities, decision-makers, public contact routes, portfolios, market-price observations, state routes, agents and source evidence anonymised in this sample.

VIEW THE OFFER AND ORDER THE FULL REPORT

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This preview does not disclose the identity of any importer or agent.