



TEPA.swiss

S-GE EVENT

Swiss Wine Exports — Unlocking India's Market Potential

SWISS WINE INDIA

India Is Open.

How Swiss winemakers can enter India's fastest-growing premium wine market — today.

Vikram Bhatnagar

Swintra Ventures Pvt. Ltd. | TEPA.swiss

ZURICH · 26 FEBRUARY 2026

For 20 years, the door was **closed.** Today it is open.

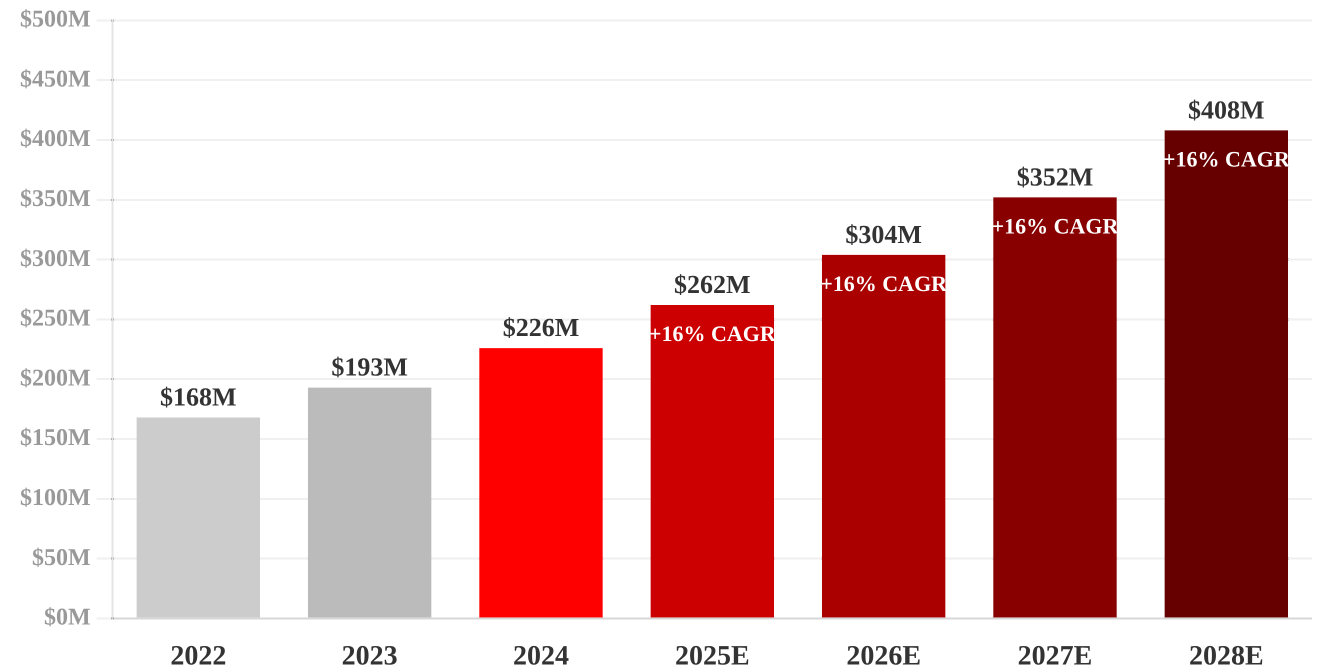
The EFTA–India Trade Agreement has structurally changed the conditions for Swiss wine exports. Permanently.

India's Wine Market: Small Today. Enormous Tomorrow.

<1%

of India's total alcohol market is wine today — the lowest of any major economy

INDIA WINE MARKET GROWTH — USD MILLION (2022–2028E)



Sources: [Grand View Research 2025](#) · [IWSR India Report 2025](#) · [Vinetur Jan 2026](#) · [Expandys 2025](#)

Switzerland's **TEPA** Advantage: The Only Deal In Force

SWITZERLAND — EFTA/TEPA · IN FORCE

Switzerland

75%

IMPORT DUTY TODAY

Active since 1 October 2025.

Drops to 25% by 2035.

Only European wine country with a deal in force.

EU — FTA SIGNED 27 JAN 2026 · NOT YET RATIFIED

France · Italy · Spain · Germany

150%

IMPORT DUTY TODAY

Deal signed. Not ratified. Not in force.

Requires ratification by all 27 EU member states.

Earliest entry into force: **2027–2028.**

At ratification: drops to 75% — where Switzerland is today.

Switzerland is the only European wine country with a trade deal in force.



MUMBAI · 5-STAR DINING

TEPA.SWISS | SWISS WINE INDIA — THE MARKET

India Is 28 Markets. Not One.

THE STRUCTURE

**28 states. 5 prohibition zones.
31 open, regulated markets.**

Each state has its own excise regime, label registration, and pricing rules.

THE CONSUMER

**Wine is a social signal.
Not a daily ritual.**

Urban, 25–45, aspirational. Occasions: celebrations, corporate gifting, fine dining.

SWISS WINE POSITIONING

**5-star hotels. Premium wine bars.
Corporate gifting. Masterclasses.**

Ville de Sierre: sundowner & music scenes. Tscharnergut: apero & fine dining pairing.

We enter where **Switzerland's story** is already respected.

05 / 15

From Your Cellar to a **Mumbai Hotel Glass**

SWITZERLAND — YOUR SIDE

01



Your Cellar

60–120 bottles. Pilot batch. No minimum commitment.



02



TEPA.swiss Portal

Upload labels. FSSAI compliance check. Back-label print.



03



Swiss Hub Bassersdorf

Consolidation. QR Swiss Fingerprint activated. Blockchain logged.



04



Airfreight Mumbai

Temperature-controlled. Insured. Direct to Swintra.

INDIA — SWINTRA HANDLES EVERYTHING

05



Customs + TEPA Duty

Swintra as Importer of Record. TEPA 75% duty applied.



06



FSSAI + State Excise

Label registration 45–90 days. State-by-state excise clearance.



07



Bonded Warehouse

Mumbai. Temperature-controlled. Swintra carries inventory risk.



08



HoReCa Partner

5-star hotel. Premium wine bar. Your wine. Your story. Your brand.

Swintra carries the risk at every step in India. You carry none.

The QR Swiss Fingerprint



SWISS FINGERPRINT
Every bottle.
Every step.
Verified.

01 Brand Protection

Blockchain-verified unique ID. Prevents grey imports and counterfeiting. No other importer can replicate this.

02 Supply Chain Audit

Auditor App: sommelier knowledge check, glass temperature, reorder tracking. Full traceability at every step.

03 Consumer Engagement

Scan connects to your winemaker profile, Alpine terroir story, and reorder link. Your brand speaks directly to the Indian consumer.

Two years to build. No other importer has this.

What TEPA Does to the Price Tag

Tier 2: Chasselas · Ex-cellar CHF 8 · CIF CHF 12

Tier 3: Pinot Noir Graubünden · Ex-cellar CHF 13 · CIF CHF 17

TIER 2 Chasselas, Vaud · Ex-cellar CHF 8 100% Y1 → 50% Y10

PRICE STEP	PRE-TEPA (150%)	TEPA YEAR 1 (100%)
Landed Cost India <small>CIF × duty + CHF 5 excise</small>	CHF 35	CHF 29 -17%
Importer → Distributor <small>+25% then +20%</small>	CHF 53	CHF 43 -19%
Retail Shelf Price <small>+13% retailer + 20% VAT</small>	CHF 72	CHF 58 -19% · ₹6,786
HoReCa Menu Price <small>Distributor × 3.5</small>	CHF 186	CHF 150 -19% · ₹17,550

TIER 3 Pinot Noir Graubünden · Ex-cellar CHF 13 75% Y1 → 25% Y10

PRICE STEP	PRE-TEPA (150%)	TEPA YEAR 1 (75%)
Landed Cost India <small>CIF × duty + CHF 5 excise</small>	CHF 48	CHF 35 -27%
Importer → Distributor <small>+25% then +20%</small>	CHF 72	CHF 53 -26%
Retail Shelf Price <small>+13% retailer + 20% VAT</small>	CHF 98	CHF 72 -27% · ₹8,424
HoReCa Menu Price <small>Distributor × 3.5</small>	CHF 252	CHF 186 -26% · ₹21,762

-19% TIER 2 · RETAIL SAVING · YEAR 1
CHF 72 → CHF 58 · CHF 14 per bottle
 Year 10 (50% duty): CHF 72 → CHF 47 · -35%

-27% TIER 3 · RETAIL SAVING · YEAR 1
CHF 98 → CHF 72 · CHF 26 per bottle
 Year 10 (25% duty): CHF 98 → CHF 52 · -47%

Your Risk Is **Zero.**

ENTRY POINT

60–120 bottles.
That's all it takes.

Pilot batch. No minimum volume commitment.

THE TERMS

12-month pilot.
No lock-in.

12-month exit notice. No exclusivity. No buyback obligation.

THE GUARANTEE

Swintra carries
the inventory risk.

Advance payment on order confirmation. No consignment. No deferred settlement.

THE NEXT STEP

One Conversation.

Tell us your wine. We tell you the price ladder, the timeline, and the first hotel it will be listed in.

2025: We Explored. 2026: We Execute.



250+

QUALIFIED LEADS

ProWine Mumbai 2025

Swiss Wine Pavilion

Swiss Wine Delegation India Market Tour · 2025

9.2+

NPS SCORE

Out of 10 · 100% satisfaction

72.7% returning in 2026

Mar

FIRST SHIPMENT

2026 · First commercial

Swiss wine export to India

150+

VIP GUESTS

Malabar Hill Club · Mumbai

28 Feb 2026 · HDFC Bank

Winery to **Table.**

01 — COMPLIANCE & LOGISTICS

Winery to Table. **Fully Managed.**

- FSSAI & label registration
- Air freight & cold chain
- Customs & bonded warehouse

02 — DISTRIBUTION

5-Star Hotels. **3 Cities.**

- Mumbai · Delhi · Bangalore
- BTG programs & wine cards
- Sommelier training included

03 — EVENTS & BRAND

ProWine. **Year-Round.**

- 6 masterclasses per year
- Swiss Embassy & club events
- Quarterly brand reports

PROWINE REGISTRATION CLOSES

May 2026

ProWine Mumbai · November 18–19, 2026 · 1 week included

Jio World Convention Centre · Swiss Wine Pavilion · Early Bird CHF 7,500

tepa.swiss

swisswine.co.in

2026: The Execution Year

Source: TEPA.swiss Strategy 2026–2027

Q1

THE FOUNDATION · JAN–MAR

The Sip & Soirée For the First Time in India

A Curated Evening of Swiss Wines

Wine Tasting and Conversations With

Mr Vikram Bhatnagar

Founder Swintra Ventures Pvt. Ltd. | Swiss Wine India

28th Feb 2026 | 7:00 PM onwards | Venue: Overdrive



Charges for Members
Veg: Rs. 500 + GST
Non-Veg: Rs. 600 + GST



Charges for Guests:
Veg: Rs. 1000 + GST
Non-Veg: Rs. 1200 + GST
Usual Guest fees applicable

7:00 PM – 7:30 PM: Guest arrivals & welcome

7:30 PM – 8:30 PM: Guided wine tasting with Mr. Vikram Bhatnagar

8:30 PM onwards: Dinner, wines & conversations

Charges include:

3 Course Preplated Swiss SET Menu with SWISS Wines & Cheese

Bookings at the Front Desk or Email: bookings@malabarhillclub.com



KEY MILESTONE

Market Compliance Cleared

Q2

THE ACTIVATION · APR–JUN

APR 2026

Mumbai Masterclass

"Swiss Terroirs" — Educational series kick-off.
Annual label registration extension.

MAY 2026

Delhi Masterclass & HoReCa

"Pinot Noir of the Alps" — 5-star hotel wine card updates.

JUN 2026 · DEADLINE

Bangalore + ProWine Closes

"White Wines of Switzerland" · ProWine registration deadline.

KEY MILESTONE

First HoReCa Listings Live

Q3

THE EXPANSION · JUL–SEP

JUL 2026

Mumbai Masterclass

"Sustainability in Swiss Vineyards" — Organic & biodynamic focus.

AUG 2026

Delhi Masterclass

"Swiss Wine & Indian Cuisine" — Chef pairing workshop with top chefs.

SEP 2026

Bangalore Masterclass

"Emerging Winemakers" — New generation of Swiss talent.

KEY MILESTONE

Pan-India Presence Established

Q4

THE PEAK · OCT–DEC



KEY MILESTONE · NOV 18–19, JIO WORLD CONVENTION CENTRE

ProWine Mumbai 2026 · Swiss Pavilion

TEPA.SWISS | SWISS WINE INDIA — JOIN THE PAVILION

ProWine

Mumbai 2026

November 18–19, 2026

Jio World Convention Centre · Mumbai, India · 1-Week Swiss Delegation

14 SWISS WINEMAKERS
5,000+ TRADE VISITORS
119m² SWISS PAVILION
B2B FOCUSED FORMAT

ALUMNI 2025

CHF 6,900

All-inclusive

EARLY BIRD

CHF 7,500

Limited availability

STANDARD

CHF 8,900

From 27 Feb 2026

REGISTER FOR THE SWISS WINE PAVILION

tepa.swiss/swiss-wine-pavilion-prowine-mumbai-2026-nov-18-nov-19

WHAT'S INCLUDED — ALL-INCLUSIVE PACKAGE

- ✓ **Exhibitor Booth in Swiss Wine Pavilion**
Dedicated presence, tasting infrastructure, glassware, refrigeration & B2B lounge access
- ✓ **Swiss Wine Masterclasses**
Curated education formats for sommeliers, buyers & hospitality professionals
- ✓ **HoReCa Meetings & VIP Tastings**
Pre-arranged B2B meetings with importers, distributors & 5-star hotel decision-makers
- ✓ **End-to-End Wine Logistics & Customs**
Shipment, special trade fair import, customs clearance, insurance & on-site delivery
- ✓ **Visa, Flights, 5★ Hotel & Transport**
Full delegation travel package for one representative per winery — economy return
- ✓ **Post-Fair Commercial Follow-Up**
Contacts & leads feed directly into swisswine.co.in B2B platform for ongoing execution



Swiss Wine Pavilion 2026 · Organised by TEPA.swiss
In partnership with Swiss Wine Promotion

1-Week Swiss Delegation · Nov 2026

14
WINEMAKERS

5,000+
TRADE VISITORS

8
DAYS



We are not selling wine. We are building the **Swiss Table** in India.

Wine. Cheese. Chocolate. Precision. Story. Trust.
The infrastructure is live. The demand is proven.
The time to execute is now.



Vikram Bhatnagar

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