

TEPA.SWISS | CLUSTER F&B



Swiss Wine India: The Journey Continues

Update for Swiss Winemakers & Partners
Post-ProWine Mumbai 2025

DATE
December 2025

CONTEXT
Strategic Update & 2026 Roadmap

CLASSIFICATION
Public Release

TEPA.swiss

The Swiss-India Business Highway

The Opportunity

The **India-EFTA Trade Agreement (TEPA)** is a historic game-changer. It opens the world's fastest-growing premium market to Swiss producers with an "unfair advantage" over global competitors.

The Mission

TEPA.swiss is the infrastructure that turns this policy into profit. We build the **Business Highway**—a frictionless trade corridor handling compliance, logistics, and market access so you can focus on quality.

For Wine

Swiss Wine India is the **first vehicle** on this highway. We're proving the model with wine before scaling to cheese, chocolate, and beyond.

The Tariff Advantage

BEFORE TEPA (PRE-2025)

150%

YEAR 1 (TODAY)

Reduced*

YEAR 10 (TARGET)

25-50%*

We are in **Year 1** of a 10-year competitive window. The tariff advantage is **immediate** and compounds annually.

** Varies by wine category (CIF value). See next slides for detailed breakdown.*

Cluster F&B

Vision & Strategy: The Swiss Table

THE VISION

To position Swiss F&B not just as products, but as the **global benchmark for quality** in India's premium market.

The "Swiss Table" Portfolio

-  Wine (The Anchor)
-  Cheese (The Companion)
-  Chocolate (The Finish)

STRATEGIC PILLARS

01 Synergy & Cross-Selling

We don't sell isolated products; we sell a lifestyle. Every wine tasting is an opportunity to showcase Swiss cheese and chocolate, maximizing value per event.

02 Direct-to-Premium (HoReCa)

Bypassing mass retail to focus exclusively on 5-star hotels, fine dining, and private clubs. High margins, lower volume, brand protection.

03 Education-First Marketing

Using Masterclasses and Sommelier training to educate the market. We justify the premium price point through storytelling and knowledge.

Strategy: Create a unified "Swiss Luxury" ecosystem where products reinforce each other.

Swiss Wine India

The Flagship Initiative: Vision, Goal & Strategy

🎯 THE VISION

To establish Swiss Wine as a recognized premium category in the Indian market, synonymous with exclusivity, quality, and alpine terroir.

More than a product—it's a luxury experience.

🎯 THE GOAL

- ✓ **Sustainable Export Channel**
Build a reliable recurring export channel for Swiss winemakers.
- ✓ **Category Recognition**
Secure listings in top 25 luxury hotels and fine-dining by 2026.
- ✓ **Value Creation**
Price reflects Switzerland's high production costs.

📖 THE STRATEGY

- 🔹 **Niche Positioning**
Compete on scarcity, story, and uniqueness—not volume.
- 🎓 **Education-Led Entry**
Use masterclasses and sommelier training to seed demand.
- 📍 **Direct-to-HoReCa**
Leverage Swintra Ventures to control brand, quality, and margin.

Proof of Concept: Swiss Wine India validates TEPA.swiss; success opens Cheese, Chocolate, and more.

WHY PREMIUM HOTELS LIST SWISS WINE

Not volume. Not discounts. Strategic differentiation.

- 1. Menu Differentiation at the Top End**
Signals curation, not catalog buying—a truly new story.
- 2. Social Signaling for Luxury Guests**
Precision, alpine origin, and understated luxury—closer to a fine watch.
- 3. Scarcity Without Compromise**
Scarcity without allocation politics or speculative pricing.
- 4. By-the-Glass Storytelling Power**
Fresh, moderate alcohol, food-friendly, with a clear 30-second narrative.
- 5. Pairing Advantage for Modern Cuisine**
High acidity, precision, and lower oak suit contemporary Indian fine dining.

Positioning Summary: France sells heritage. Italy sells familiarity. Austria sells insiders. **Switzerland sells precision, rarity, and quiet confidence.**

TEPA Impact: The Mechanism

Effective Customs Duty Reduction Schedule (HS 2204)

⚠️ WHAT DOES THE % MEAN?

TEPA reduces the **Effective Customs Duty (Base Rate)**, which is composed of **BCD + AIDC + applicable cesses**.

NOT State Excise, **NOT** VAT, **NOT** State-level fees.

Note: 'Base Rate' refers to the composite customs duty under India's tariff schedule. State excise, VAT, and other state-level levies are not affected by TEPA.

TEPA Effective Customs Duty Reduction by CIF Category (10-Year Schedule)

CIF Value (USD per 750ml)	Pre-TEPA	Year 1 (Today)	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
CIF < 5	150%	150%	150%	150%	150%	150%	150%	150%	150%	150%	150%
5 ≤ CIF < 15	150%	100%	95%	90%	85%	80%	75%	70%	65%	60%	50%
CIF ≥ 15	150%	75%	70%	65%	60%	55%	50%	45%	40%	35%	25%

CATEGORY 1: LOW CIF

No Benefit

Wines under 5 USD CIF remain at 150% duty. Not strategic for TEPA optimization.

CATEGORY 2: MID CIF

150% → 50%

Massive leverage for quality Swiss wines. Ideal for ex-cellar fine-tuning.

CATEGORY 3: HIGH CIF

150% → 25%

Premium wines benefit most in absolute terms. Enables aggressive market entry.

TEPA Impact: Real Examples

Three Wine Categories, Three Outcomes

● CATEGORY 1: CIF < 5

Simple Table Wine

Ex-Cellar: CHF 4.50
CIF: ≈ CHF 4.80

CUSTOMS DUTY

Year 1 (Today) 150% = CHF 7.20

Year 10 150% = CHF 7.20

Δ Duty / Bottle CHF 0.00

✗ NO TEPA BENEFIT

● CATEGORY 2: 5 ≤ CIF < 15

Chasselas Tradition

Ex-Cellar: CHF 8.00
CIF: ≈ CHF 13.50

CUSTOMS DUTY

Year 1 (Today) 100% = CHF 13.50

Year 10 50% = CHF 6.80

Δ Duty / Bottle -CHF 6.70

Price Impact (Year 10)

Retail: -25 to -40 CHF

HoReCa: -60 to -100 CHF

✓ MASSIVE LEVERAGE

● CATEGORY 3: CIF ≥ 15

Brut NV Premium

Ex-Cellar: CHF 38.00
CIF: ≈ CHF 45.00

CUSTOMS DUTY

Year 1 (Today) 75% = CHF 33.75

Year 10 25% = CHF 11.30

Δ Duty / Bottle -CHF 22.45

Price Impact (Year 10)

Retail: -80 to -120 CHF

HoReCa: -150 to -250 CHF

✓ PREMIUM WINES BENEFIT MOST

Competitive Landscape

Switzerland vs Premium Imports in India's Wine Market

TEPA DUTY ADVANTAGE (2025 VS 2035)



Key Insight: By 2035, Swiss duty ~1/5th of competitors → 20-30% lower prices.

MARKET SHARE (2024)

Source: Vino Joy News (2022), Monika Alcobev (2025)

Australia	40-46%
France	~23%
Italy	~19%
Spain	~8%
Germany	<5%
Switzerland	<0.1%

Projection: 1-2% share by 2027 with TEPA and active promotion.

COMPETITIVE POSITIONING MATRIX

Dimension	Switzerland	France	Italy	Spain	Germany
Duty Rate (2025)	75-100%	150%	150%	150%	150%
Duty Rate (2035)	25-50%	150%	150%	150%	150%
Price Competitiveness	HIGH (TEPA edge)	Med (premium)	Med (premium)	High (value)	Med (niche)
Brand Perception	Alpine Precision, Rarity, Exclusivity	Terroir, Luxury, Heritage	La Dolce Vita, Family Tradition	Value, Tradition, Rioja	Precision, Riesling
Availability (2025)	Nascent (launching)	Extensive (established)	Extensive (established)	Moderate (growing)	Limited (niche)
Market Share (2024)	<0.1%	~23%	~19%	~8%	<5%
Strategic Opportunity	FIRST-MOVER, TEPA window, exotic premium	Established, defend share	Established, defend share	Growing, value play	Niche, limited growth



Alpine Precision

2,000 years of heritage; Swiss quality standards.



Undiscovered Rarity

<1% exported; exclusive tasting.



TEPA Advantage

15-20% by 2027; 20-30% by 2035.



Swiss Premium

Sustainable, organic/biodynamic; alpine lifestyle.

Why Premium Hotels List Swiss Wine

Sommelier Decision-Making Logic & Market Positioning

REASON 1

Co-Existence, Not Competition

Swiss wine doesn't replace France or Italy—it complements them. Sommeliers need variety beyond the usual suspects. Swiss fills the "Alpine precision" niche without cannibalizing Burgundy or Barolo sales.

"We need wines that give guests something new to discover, not another Bordeaux."

REASON 2

Storytelling Value

Less than 1% of Swiss wine is exported. This rarity creates conversation. Sommeliers can position it as an "undiscovered gem" or "Alpine secret"—language that drives guest engagement and premium pricing.

"Guests remember the story, not just the wine. Swiss gives us both."

REASON 3

TEPA Economics for BTG

With TEPA, Swiss wine becomes **20-30% cheaper** than competitors at retail and HoReCa levels. This makes Swiss wines profitable for by-the-glass programs—critical for hotel beverage managers watching margins.

"If the economics work, we can pour it. TEPA makes Swiss viable for BTG."

REASON 4

Pairing Opportunities

Swiss whites (Chasselas, Petite Arvine) pair beautifully with Indian cuisine—light, aromatic, not overpowering. Swiss sparkling works for brunches and celebrations. Hotels need pairing-friendly wines, not just prestige bottles.

"Swiss whites handle spice better than most. Perfect for our menu."

Why This Matters

For Swiss Winemakers: Hotels don't list wines out of charity—they list what moves, what tells a story, and what makes money. Swiss wine checks all three boxes.

For Hotel Partners: Swiss wine offers exclusivity, profitability (via TEPA), and guest engagement—without competing with your core French/Italian portfolio.

Current Status

Successfully Completing Phase 1 & Entering Phase 2

WE ARE HERE



WHAT WE PROVED (2025)

- ✓ **Market Interest:** 253 Qualified Leads at ProWine 2025.
- ✓ **Infrastructure:** Swintra Ventures established with Import Licenses.
- ✓ **Partnerships:** Swiss Wine Promotion & S-GE onboarded.

WHAT WE EXECUTE (2026)

- **Commercial Entry:** First consolidated air shipment (Jan 2026).
- **Sales Activation:** Placement in 5-Star Hotels & Fine Dining.
- **Brand Building:** 6-City Masterclass Series & ProWine 2026.

STATUS AS OF DEC 5TH - FOLLOWUP ARE ONGOING

253

qualified leads



117

potential buyers



9

followup meetings



4

projected opening orders

ProWine Mumbai 2025 - Exhibitor Feedback

Swiss Pavilion Survey Results: Exceptional Performance Across All Metrics

100%

SATISFACTION RATE

9.27

NPS SCORE (0-10)

72.73%

WILL RETURN 2026

9.18

EXPECTATIONS MET

EVENT QUALITY & ORGANIZATION

72.73%

Excellent Organization

72.73%

Excellent Location

72.73%

Excellent Support

81.82%

Very Satisfied Logistics

Overall Organization	Excellent 72.73%
Location & Visibility	Excellent 72.73%
Organizer Support	Excellent 72.73%
Event Logistics	Very Satisfied 81.82%

ATTENDEE QUALITY & BUSINESS IMPACT

54.55%

Very Good Visitor Traffic

54.55%

Target Market Match

40%

Generated 11+ Leads

0%

Negative Feedback

Quality Leads (0-10)	60%
Quality Leads (11-25)	20%
Quality Leads (26-50)	20%
Target Market: Yes	54.55%
Target Market: Partially	45.45%

WHAT EXHIBITORS ARE SAYING

"Thanks for this magical time in Mumbai. You did an amazing job guys!!!"

— Swiss Exhibitor

"Thanks a lot for every thing! I think the work really starts now to out the foot into the market."

— Swiss Winemaker

"It was my first time attending ProWine in Mumbai. The organization of the event was excellent."

— First-Time Exhibitor

Milestones Achieved

2025: Building the Foundation

JAN - MAR

Initial Validation

Mumbai Tasting & Market Research Paper

OCT

TEPA Live

New Tariffs + Consulate General Tasting

MAY

Strategic Partnerships

Swiss Wine, S-GE, ST & Jungwinzer

NOV

ProWine Mumbai 2025

10 Winemakers, 54 Wines, 253 Qualified Leads.
The Major Breakthrough.

JUN

Swintra Ventures

Established in India with Alcohol Import License

AUG - SEP

Platform Launch

SwissWine.co.in B2B Platform Live

DEC

Alpha Selection

First Swiss Wines Selected for India



The Platform

Three-Layer Architecture for Frictionless Trade

LAYER 1: THE ARCHITECT

TEPA.swiss

Strategic Framework, Government Relations, Capital Allocation.

LAYER 2: THE ENGINE

Swintra Ventures

Operational Platform in India. Compliance, Logistics, Import License Holder.

LAYER 3: THE VEHICLES

Cluster F&B

Sector-specific execution unit for Wine, Cheese, Chocolate.

What We Handle For You



Regulatory Shield

We manage FSSAI registration, label compliance, and customs clearance. You don't deal with Indian bureaucracy.



Logistics & Cold Chain

Consolidated shipments from Switzerland to our temperature-controlled warehouses in Mumbai & Delhi.



Market Access

Direct distribution to 5-star hotels, fine dining, and premium retail. No middlemen.

COMMERCIAL STRUCTURE

IMPORTER OF RECORD

Swintra Ventures Pvt. Ltd.

INVOICING CHAIN

Winemaker → Swintra → Distributor → Customer

WAREHOUSING & INVENTORY RISK

Swintra + Partner

PAYMENT TERMS

Advanced payment + immediate on delivery

The Process

Explore, Exploit, Scale: A Structured Growth Framework

PHASE 01



EXPLORE

Validation & Feedback

- Market Research & Tastings
- ProWine Mumbai Participation
- Small Batch "Alpha" Shipments
- Feedback Loop with Sommeliers

PHASE 02



EXPLOIT

Market Entry & Traction

- Commercial Import Operations
- HoReCa Listings (5-Star Hotels)
- Masterclass Series Activation
- Establishing Recurring Revenue

PHASE 03



SCALE

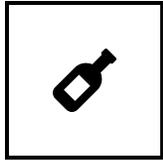
Expansion & Dominance

- Retail & D2C Expansion
- New City Penetration (Bangalore, etc.)
- Portfolio Diversification
- Volume Logistics Optimization

Current Status: We are successfully completing Phase 1 (Explore) and are entering **Phase 2 (Exploit)** with the 2026 commercial launch.

Legal & Compliance

The Regulatory Shield: From Cellar to Market



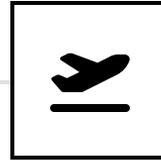
1. SOURCE

Producer Selection & Consolidation



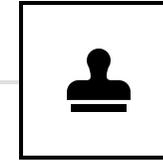
2. COMPLIANCE

Registration & Labeling
(Critical Path)



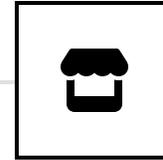
3. LOGISTICS

Consolidated Air/Sea Freight



4. CUSTOMS

TEPA Clearance (75% Tariff)



5. MARKET

Swintra Distribution

SUB-PROCESS

New Product Registration Workflow (One-Time)

Digital Twin

1

Producer uploads label & chemical analysis to TEPA platform.



AI Audit

2

Automated check against FSSAI regulations. Gap analysis generated.



FSSAI Filing

3

Swintra submits for official registration. Approval in ~45 days (typical range).*



QR Code

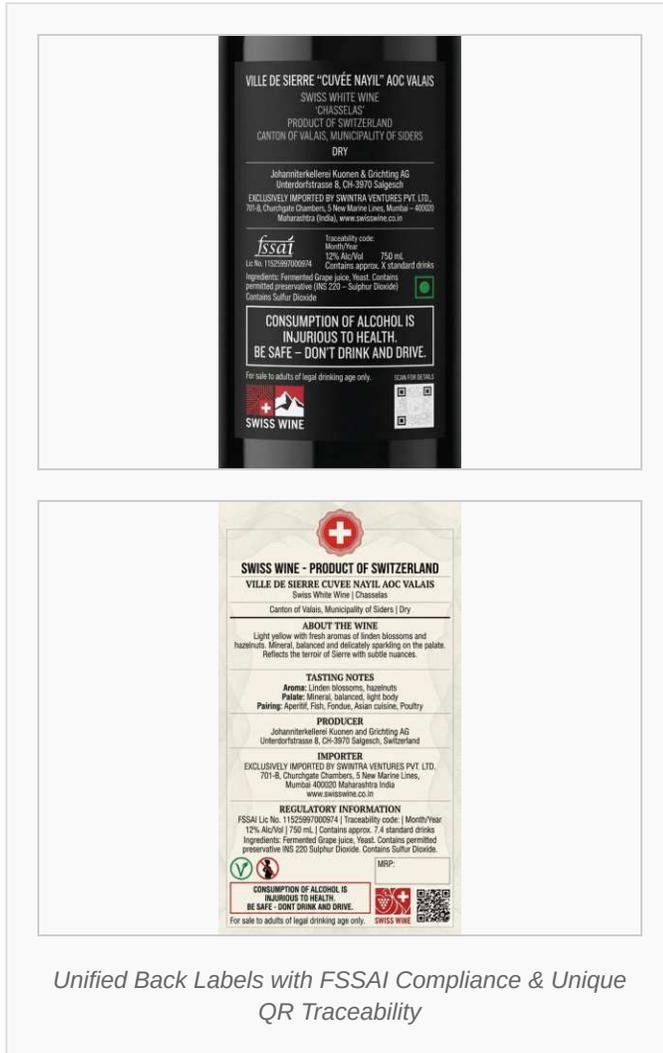
4

Unique QR generated for traceability & authenticity. Sticker applied.

* Approval time varies; we plan with buffer; critical-path managed by Swintra.

Compliance & Logistics

The Unified Process: From Swiss Cellar to Indian Table



Unified Back Labels with FSSAI Compliance & Unique QR Traceability

- 1 UNIFIED STANDARD**
We create a unified back label that guarantees **100% compliance** with Indian FSSAI food safety regulations. This ensures authenticity, quality, and brand positioning.
- 2 LABEL PROVISION & TRACEABILITY**
Swintra Ventures provides compliant labels to winemakers. Each label features a **Unique QR ID** for full supply chain traceability and digital consumer engagement.
- 3 APPLICATION**
Winemakers receive the compliant back labels and apply them to the specific bottles allocated for the Indian market.
- 5 LOGISTICS & WAREHOUSING**
Swiss Wine India Hub manages logistics. **Air Freight** initially; **Sea Freight** when 6,000 bottle KPI is reached. Transport from Cold-Chain Customs Warehouse to Bonded Warehouse.
- 7 APPROVAL & BOND RELEASE**
Upon regulatory approval (approx. 6-8 weeks), the wine is officially released from the Bonded Warehouse.
- 6 REGISTRATION**
Submission for Label Registration and Excise Registration (or annual extension) with local Indian authorities.
- 8 IMPORT & DISTRIBUTION**
Swintra Ventures imports the wine and transfers it to the distributor for final delivery to HoReCa partners.
- 4 VERIFICATION & HUB DISPATCH**
Winemaker verifies accuracy, signs off, and ships the wine to the **Swiss Wine India Hub in Bassersdorf, Zurich**.

The Goal: Standardization for Brand Positioning, Authenticity, Quality, and Digital Experience.

Every Bottle Comes with a Swiss Fingerprint

Protecting Your Brand in India — A unique QR code on every bottle serves as a certificate of authenticity, proof of origin, and gateway to consumer engagement.



Each bottle carries a **unique QR code** — your Swiss Fingerprint. It's not just a label. It's a **certificate**, a **proof**, and a **gateway** that protects your brand and gives you visibility you normally don't get in export markets.

WHY THIS MATTERS TO YOU AS A WINEMAKER



Brand Protection

Protection against counterfeits and grey imports. Hotels and importers can verify authenticity instantly, ensuring your wine is genuine and properly sourced. No risk of brand misuse.



Proof of Origin & Compliance

Instant proof of Swiss origin and compliance with Indian regulations. Reduces friction with hotels, distributors, and authorities. Your wine's journey from cellar to table is documented.



Visibility & Insight

You gain visibility into scans and consumer engagement — insights normally unavailable in export markets. See where your wines are being opened, which hotels are reordering, and how consumers respond.



Stronger Story at the Table

Sommeliers access your verified story, vineyard details, and tasting notes instantly. This builds confidence in recommending your wine and creates better guest experiences.

Data Ownership & Control

Scan data is jointly owned by you, TEPA.swiss, and Swintra. You do not lose control or access to your data. Full transparency without dependency. Protection, transparency, and trust — without additional operational burden for the winery. Technology (blockchain-based, hosted on Polygon) is the enabler, not the message.

The QR Passport System

Blockchain-Based Product Authentication & Traceability

FOR TECHNICAL & LEGAL TEAMS

SYSTEM OWNERSHIP & ARCHITECTURE

QR System Owner	TEPA.swiss
Blockchain Platform	Polygon
Landing Page	swisswine.co.in
Data Hosting	India + Switzerland
Scan Data Ownership	TEPA.swiss + Swintra + Winery

DATA STRUCTURE EXAMPLE

```
{
  "qr_id": "CH-TEPA-2025-001234",
  "public_data": {
    "product": "Chasselas Tradition 2023",
    "producer": "Domaine Example",
    "origin": "Vaud, Switzerland",
    "bottling_date": "2024-03-15",
    "batch_id": "B2024-03-A",
    "certificate_of_origin": "C00-CH-2024-5678",
    "supply_chain": [
      {"checkpoint": "Shipped from CH", "date": "2024-11-01"},
      {"checkpoint": "Arrived Mumbai", "date": "2024-11-18"},
      {"checkpoint": "Exported to India", "date": "2024-11-25"}
    ]
  }
}
```

SUPPLY CHAIN TRACKING FLOW

- 1 Label Application (Producer)**
Winery applies QR label and activates. Shipment data logged to batch.
- 2 Import Receipt (Bonded Warehouse)**
Swintra confirms receipt. All labels registered before FSSAI filing.
- 3 Customs Clearance**
Bottle scanned after excise tax applied. Handover to distributor logged.
- 4 Consumer Scan**
Geo-location captured. Digital content + engagement (points, invitations).

USE-CASES

Consumer Experience

- Wine story & producer info
- Authenticity verification
- Loyalty points collection
- Event invitations (Swiss Wine India)
- Geo-location data capture

B2B Operations

- Customs clearance tracking
- Distributor handover verification
- Inventory management
- Compliance audit trail
- Anti-counterfeiting

Platform Economics & Sustainability

How Swintra/TEPA.swiss Generates Revenue & Achieves Profitability

Revenue Model

TEPA.swiss Commission (Export Enabling)	6.5% of CIF
Swintra Importer Margin (Import Operations)	25% on Landed Cost
Total Platform Take	~31.5% of CIF

Capital Intensity

Working Capital

60-90 days (distributors pay advance on delivery)

Inventory Risk

Swintra bears risk, mitigated by small pilot volumes (60-120 bottles/winery)

Financing

No external financing required at current scale; self-funded via margins

Cost Structure

Fixed Costs

- Compliance team (FSSAI, label registrations, state renewals)
- Bonded warehouse operations
- Import license & regulatory maintenance
- QR/blockchain infrastructure

Variable Costs

- Logistics (CIF, bonded → state warehouse)
- Marketing & education events (ProWine, masterclasses)
- Distributor support & sales enablement
- Per-bottle FSSAI/label costs (CHF 500-1,000 one-time)

Break-Even & Profitability Trajectory

~5,000
Bottles/Year
Break-Even Threshold

1,200-1,800
Bottles Year 1
(10-15 wineries × 120 bottles)

Year 2-3
Profitability Target
(20+ wineries)

Business Model Clarification

Swintra/TEPA.swiss is a **Platform + Services + Trade** hybrid: Platform: Enabling infrastructure (compliance, QR, bonded warehouse, TEPA expertise); Services: Education, GTM support, sommelier training, brand positioning; Trade: importer-of-record with 25% margin (standard in India). It is a sustainable, scalable platform with real economics.

Commercial Model: Price Ladder & Terms

Chasselas Example (Ex-Cellar CHF 8.00) – TEPA Year 1

Price Ladder: Winery to Customer

1. Ex-Cellar (Winery) Base price from winery	CHF 8.00
2. CIF Mumbai + Freight, Insurance	CHF 12.20 +CHF 4.20
TEPA.swiss Commission 6.5% of CIF (Export Enabling)	CHF 0.79 Net: CHF 11.41
3. Landed Cost India CIF + TEPA Duty 100% + Excise CHF 5	CHF 29.40 +CHF 17.20
4. Importer Price (Swintra) Landed + 25% margin	CHF 36.75 +CHF 7.35
5. Distributor Price Importer + 20% margin	CHF 44.10 +CHF 7.35
6A. Retail Price Distributor + 13% + VAT 20%	CHF 59.80 +CHF 15.70
6B. HoReCa Menu Price Distributor × 3.5 markup	CHF 154 Glass: CHF 14-18

Key Terms & Conditions

PAYMENT TERMS

Ramp-up: Winery paid 10 days after Swintra receives payment

Established: 60 days

Distributors: Advance payment on delivery

CURRENCY & FX RISK

Default: CHF (EUR/USD by agreement)

FX Risk: 50/50 split Winery-Swintra

MINIMUM ORDER (MOQ)

12 bottles / 2 cartons (6-bottle cartons)

MARKET ENTRY COSTS

FSSAI + Label Registration: CHF 500-1,000 (one-time)

Charged to winery or offset through sales margin

MARGIN STRUCTURE

Importer: 25% | **Distributor:** 20%

Retailer: 13% + VAT 20%

HoReCa: 250-400% markup

Retail: **CHF 60** (old 129)

HoReCa: **CHF 154** (old 300)

TEPA SAVINGS ~50%

Commercial Model: Premium Tier (Brut NV)

Brut NV Example (Ex-Cellar CHF 38.00) – TEPA Year 1

HIGH TIER: CIF ≥ USD 15 → 75% Duty

Price Ladder: Winery to Customer

1. Ex-Cellar (Winery) Base price from winery	CHF 38.00
2. CIF Mumbai + Freight, Insurance (1.68 kg bottle)	CHF 45.00 +CHF 7.00
TEPA.swiss Commission 6.5% of CIF (Export Enabling)	CHF 2.93 Net: CHF 42.07
3. Landed Cost India CIF + TEPA Duty 75% (High Tier!) + Excise CHF 5	CHF 83.75 +CHF 38.75
4. Importer Price (Swintra) Landed + 25% margin	CHF 104.69 +CHF 20.94
5. Distributor Price Importer + 20% margin	CHF 125.63 +CHF 20.94
6A. Retail Price Distributor + 13% + VAT 20%	CHF 170.45 +CHF 44.82
6B. HoReCa Menu Price Distributor × 3.5 markup	CHF 440 Glass: CHF 40-55

Key Terms & Conditions

PAYMENT TERMS

Ramp-up: Winery paid 10 days after Swintra receives payment

Established: 60 days

Distributors: Advance payment on delivery

CURRENCY & FX RISK

Default: CHF (EUR/USD by agreement)

FX Risk: 50/50 split Winery-Swintra

MINIMUM ORDER (MOQ)

12 bottles / 2 cartons (6-bottle cartons)

MARKET ENTRY COSTS

FSSAI + Label Registration: CHF 500-1,000 (one-time)

Charged to winery or offset through sales margin

TEPA TIER ADVANTAGE

High Tier (CIF ≥ USD 15): 75% duty (Year 1)

Mid Tier (USD 5-15): 100% duty

Savings: 25 percentage points lower duty

Retail: **CHF 170** (old 368) HoReCa: **CHF 440** (old 850)

HIGH TIER TEPA SAVINGS ~50%

State-Level Reality & Governance Requirements

Understanding Indian Complexity & Our Mitigation Strategies

Maharashtra (Mumbai)

Label Renewals

Annual renewals required; delays common during policy changes

Excise Volatility

State can offset TEPA gains via excise rate increases (unpredictable)

Bonded Warehouse

Strict storage rules; excise payment = no return possible

Hotel Dynamics

Centralized wine buying (Taj, Oberoi) but local execution varies

Delhi / Haryana

Dual-State Complexity

NCR spans 2 states; separate licenses, labels, and excise rates

Government Vends

Retail dominated by govt-controlled outlets; limited premium shelf space

Diplomatic Channel

Swiss Embassy access is advantage but requires careful brand positioning

Luxury Retail

Strong gifting culture; premium wines work but slow rotation

Karnataka (Bangalore)

Liberal But Unpredictable

Most wine-friendly state but policy shifts happen without warning

Wine Bar Culture

Strong wine bar scene; faster rotation but lower price tolerance

Tech Audience

Young, international audience; open to new regions but price-sensitive

Distributor Fragmentation

Multiple small distributors; harder to control brand positioning

Governance Requirements (All States)

Annual Label Renewals: Required per state; fees vary; delays can halt sales

Distributor Licensing: Per-state requirement; cannot operate across states without separate licenses

Excise Rate Changes: Can offset TEPA gains; no advance notice; state-level discretion

Hotel Group Dynamics: Centralized buying (HQ level) but local execution (property level) varies

Our Mitigation Strategies

✓
Start with 3 States Only
(Mumbai, Delhi, Bangalore)

✓
Dedicated Compliance Team
(Full-time monitoring)

✓
Quarterly Policy Monitoring
(Excise, label, distributor rules)

✓
Flexible Distributor Model
(No national exclusivity)

If It Works / If It Doesn't - Escalation & Exit Logic

Success Scenarios, Exit Clauses & Brand Protection Mechanisms

IF IT WORKS ✓

Volume Scaling, Earned Exclusivity & Benefit Sharing

YEAR 1

Pilot Phase (60-120 bottles)

Test market, BTG programs, hotel anchors. No exclusivity. Winery can exit with 12 months' notice.

YEAR 2

Expansion (500-1,000 bottles)

Reorders confirm demand. Winery can **earn exclusivity** (not given upfront) if volume targets met. Swintra invests in brand building.

YEAR 3+

Scale & Benefit Sharing

TEPA duty drops further (Year 10: 25-50%). Winery shares in duty savings via **improved excellent pricing** or volume bonuses.

LONG-TERM

Portfolio Expansion

Add new SKUs, enter new states (Goa, Pune, Hyderabad), explore retail channels. Winery becomes anchor brand in Swiss portfolio.

IF IT DOESN'T X

Exit Clause, Stock Sell-Through & Alternative Options

EXIT CLAUSE

12 Months' Notice

Winery can exit with 12 months' written notice. No penalties. No buyback obligation from winery.

STOCK SELL-THROUGH

Swintra Handles Remaining Inventory

Swintra sells remaining stock via discount programs, events, or staff wine. Winery is **not liable** for unsold inventory (unless quality defect).

ALTERNATIVE IMPORTER

Winery Can Appoint New Partner

After exit, winery can appoint alternative importer. Swintra provides transition support (customer intros, compliance handover).

NO LOCK-IN

No Multi-Year Commitments

No 3-year or 5-year contracts. Annual renewal with exit option. Winery controls decision-making.

BRAND PROTECTION (ALWAYS APPLIES)

Pricing Corridors

Contractual min/max pricing to prevent brand damage. Distributor cannot discount without approval. Mispositioning = breach.

BTG Governance

Hotels must use approved glassware, serve at correct temperature, and train staff. Quarterly audits. Non-compliance = delisting.

Quarterly Reviews

Winery receives quarterly reports: sales by account, pricing compliance, customer feedback, reorder rates. Full transparency.

Governance & Partnership Principles

Contractual Control Mechanisms & Enforcement Protocols

Distributor Governance

Principle	Rule	Enforcement
Exclusivity	Non-exclusive by default. Earned only after Year 2 volume targets met (500+ bottles/year). No upfront exclusivity promises.	Performance benchmarks in contract. Swintra can appoint additional distributors if targets missed.
Performance Benchmarks	Quarterly targets: BTG listings (min 3 hotels), reorder rate (60%+), sell-through (80% in 90 days).	Quarterly reviews. 2 consecutive misses = warning. 3 misses = termination clause activated.
Customer Ownership	"Jointly developed accounts" (not distributor-owned). Swintra retains relationship with hotels/sommeliers.	Customer intros documented. If distributor exits, Swintra transitions accounts to new partner.
Exit Asymmetry	Swintra: 60 days' notice. Distributor: 180 days' notice + sell-through obligation.	Contractual clause. Distributor must sell remaining stock or buy out at cost.

Brand Protection Rules

Pricing Corridors

Min/max pricing in contract. Distributor cannot discount >10% without approval. Mispositioning (e.g., selling as "budget wine") = breach.

BTG Governance

Hotels must use approved glassware, serve at correct temperature, train staff. Quarterly audits. Non-compliance = delisting.

Listing Approval

Distributor must get Swintra approval before listing in new accounts. Prevents brand dilution in low-tier venues.

Transparency & Reporting

Quarterly Reports

Winery receives: sales by account, pricing compliance, customer feedback, reorder rates, inventory levels.

Audit Rights

Swintra can audit distributor records (sales, pricing, inventory) with 7 days' notice. Refusal = breach.

Customer Feedback Loop

Sommeliers provide direct feedback to Swintra (not filtered by distributor). Ensures unbiased market intelligence.

Red Flags & Responses (What We Watch For)

🚩 "Need exclusivity upfront"

Response: No. Earned only. Performance first.

"Hotels want lower pricing"

Response: Verify with hotel directly. Pricing corridor enforced.

"Can't share customer names"

Response: Non-negotiable. Joint ownership or no deal.

"Slow sell-through, need more time"

Response: Analyze BTG velocity. If <50% in 30 days, delist.

"Need to discount to move stock"

Response: Investigate. Discount >10% requires approval.

🚩 "Can't provide quarterly reports"

Response: Breach. 30 days to comply or termination.

Inventory + Risk Ownership

Clear allocation of responsibilities and mitigation strategies

⚠ Primary Principle: Importer (Swintra) bears inventory risk until sold to distributor

Risk Allocation Timeline

Stage	Customs	Excise	Risk Owner
Import → Bonded	×	×	Importer
Bonded → State Warehouse	×	✓	Importer
State → Distributor	×	✓	Distributor
Distributor → HoReCa/Retail	×	✓	Distributor

Bonded Warehouse Costs

Storage & Handling

Storage: INR 8-15 per case/day

Handling: INR 100-300 per case

Insurance: Fire & Theft only (spoilage/cork damage NOT covered)

Critical: Excise Timing

Once excise is paid (leaving bonded warehouse), **NO RETURN possible**. Must have confirmed listings before paying excise.

Specific Risk Types

🚫 Delisting / No Sell-Through

Scenario: Hotel lists wine → doesn't sell → delisted

Handled by: Importer (discount, events, staff wine, write-off)

Winery: NOT liable (unless quality defect)

🔪 Breakage / Leakage

Typical: 1-2% shrinkage (heat + transport)

Mitigation: Built into margins, damage reserve calculated

🌡 Spoilage / Temperature Damage

Risk: Often NOT covered by standard insurance

Owner: Importer during bonded/state storage

📦 Vintage Change / Slow Mover

Risk: Market turns, wine doesn't move

Mitigation: Small initial volumes, hotel anchors, by-the-glass focus

Mitigation Strategies

✅ Risk Management Approach

- ✓ Small initial imports (test market)
- ✓ Hotel exclusives & by-the-glass programs
- ✓ NO broad distribution initially
- ✓ 1-2% damage reserve in pricing
- ✓ Confirmed listings before excise payment



Shared Risk Model (Pricing Optimization)

Approach: Ex-Cellar optimized for TEPA bracket → Importer uses delta as risk buffer → Benefit sharing possible as TEPA rates improve (Year 1: 75-100% → Year 10: 25-50%). Winery receives fair ex-cellar pricing, shares in TEPA duty advantages, and benefits from market success without inventory risk. No consignment or buyback commitments.

Go-to-Market Map: Phase 1 Focus

Strategic city selection, channel mix, and distributor logic

Geographic Focus (Why These Cities)

City	Why It Matters
Mumbai	Largest premium wine market, strongest hotel density, trend-setting
Delhi NCR	Diplomatic, luxury retail, strong gifting & fine dining
Bangalore	Young, international audience, fastest premium growth

Channel Mix by City

Mumbai

PRIMARY:

- 5-star hotels
- Luxury standalone restaurants

SECONDARY:

- Premium retail (select only)

Logic: HoReCa absorbs higher landed costs best and builds brand prestige

Delhi NCR

PRIMARY:

- Fine dining & hotel groups

SECONDARY:

- Corporate / diplomatic retail

Logic: Strong storytelling + gifting potential for Swiss wines

Bangalore

PRIMARY:

- Upscale casual dining
- Wine bars

SECONDARY:

- Select retail

Logic: Faster rotation, lower resistance to new regions

Distributor Logic

- One importer of record per state
- City-level distributors with:
 - Existing wine portfolio
 - Cold-chain capability
 - HoReCa sales force
- No national exclusivity in Phase 1
 - Flexibility > volume promises

"Depth before width."

Few wines

Few cities

Right accounts

TEPA advantage compounds over time

BTG Velocity & Sell-Through Benchmarks

Realistic Success Metrics for Hotel By-The-Glass Programs

BTG Reality Check (5-Star Hotels)

50-200

Wines Available
By-The-Glass

30-45 days

Typical BTG
Decision Window

10-30%

New Wines
Per Quarter

Wine Category	Typical BTG Velocity (Glasses/Day)	BTG Decision Window (Days)	Reorder Trigger
Champagne (Premium)	10-20 glasses/day	30-45 days	50% sold in 30 days
French Whites (Chablis, Sancerre)	8-15 glasses/day	30-45 days	50% sold in 30 days
Italian Reds (Barolo, Brunello)	5-10 glasses/day	30-60 days	50% sold in 45 days
Swiss Whites (Target)	3-5 glasses/day	30-45 days	50% sold in 30 days
Swiss Sparkling (Target)	5-8 glasses/day	30-60 days	50% sold in 30 days

Reorder Triggers (What Success Looks Like)

50% Sold in 30 Days

If 50% of bottles sold in first 30 days → **Strong signal**. Hotel will reorder.

30-49% Sold in 30 Days

Conditional success. Keep only with sommelier + chef support.

<30% Sold in 30 Days

Rotation triggered. No discounting. No extensions. Delisting likely.

Sell-Through KPIs (Our Targets)

60-70% Active After 45 Days

60-70% of listed wines still active (not delisted) after 45 days. Realistic industry standard for new regions.

60% Reorder Rate

60% of hotels reorder after initial pilot (60-120 bottles). Industry standard: 40-50%.

3-5 Glasses/Day Average

Target velocity for Swiss whites. Achievable with sommelier advocacy and BTG positioning.

2026 Roadmap

The Year of Market Entry & Acceleration

Q1 ENTRY

- ✈️ First Commercial Air Shipment
- 📄 FSSAI Product Registration
- 📦 Release to Distributors

KEY MILESTONE

Market Compliance Cleared

- 👤 **Owner:** Swintra Ventures
- 🔗 **Dependency:** FSSAI approval timeline (~45 days)
- 🛡️ **Mitigation:** Buffer planned; critical-path managed

Q2 ACTIVATION

- 👤 Masterclasses: Mumbai & Delhi
- 🏨 5-Star Hotel Wine Card Updates
- 📄 Annual Label Registration

KEY MILESTONE

First HoReCa Listings

- 👤 **Owner:** TEPA.swiss + Swintra
- 🔗 **Dependency:** Hotel wine director availability
- 🛡️ **Mitigation:** Pre-scheduled Q1; backup venues ready

Q3 EXPANSION

- 📍 Bangalore Market Entry
- 🌱 Sustainability Events
- ➕ Portfolio Expansion

KEY MILESTONE

Pan-India Presence

- 👤 **Owner:** Swintra + Bangalore partner
- 🔗 **Dependency:** State licensing (Karnataka)
- 🛡️ **Mitigation:** Parallel processing; legal counsel engaged

Q4 THE PEAK

- 🍷 Swiss Wine Meets Indian Cuisine
- ★ **ProWine Mumbai 2026**
- 👥 Emerging Winemakers Showcase

KEY MILESTONE

Brand Leadership Established

- 👤 **Owner:** TEPA.swiss
- 🔗 **Dependency:** ProWine booth confirmation
- 🛡️ **Mitigation:** Early booking; Swiss Pavilion secured

Execution Maturity: Clear ownership, identified dependencies, and proactive risk mitigation across all quarters. Q1/Q2 focus on infrastructure; Q3/Q4 on visibility and volume.

H1 2026 Roadmap

Compliance, Logistics & Initial Market Activation

Q1

THE FOUNDATION

JAN
2026

Air Shipment & Logistics

Consolidated air freight for portfolio registration in Maharashtra. Exclusively imported by Swintra Ventures.

LOGISTICS

FEB
2026

Market Registration

FSSAI product compliance, label registration, and customs clearance processing.

COMPLIANCE

MAR
2026

Market Release

Official release to distributors, retailers, and customers. Stock available in Mumbai warehouse.

MILESTONE

Q2

THE ACTIVATION

APR
2026

Mumbai Masterclass

Topic: "**Swiss Terroirs**". Kick-off event for the educational series. Annual label registration extension.

EDUCATION

MAY
2026

Delhi Masterclass & HoReCa

Topic: "**Pinot Noir of the Alps**". 5-Star Hotels & Fine Dining update wine cards with Swiss listings.

SALES

JUN
2026

Bangalore Masterclass

Topic: "**White Wines of Switzerland**". Expanding footprint to the IT capital.

EDUCATION

Key Objective: By end of H1, we have fully compliant stock in-market and have launched the educational offensive in 3 major cities.

Non-ProWine GTM Channels - Year-Round Strategy

365-Day Market Activation Beyond Events

CHANNEL 1

Hotels, Fine Dining & Wine Bars

Taj, Oberoi, ITC, Leela, Hyatt, Marriott + Indian Accent, Masque, Bombay Canteen, Sula Wine Bar, Tasting Room

Strategy: Direct sommelier engagement, BTG pilot programs, quarterly wine dinners, staff training sessions. Standalone fine dining & wine bars for brand visibility beyond hotels.

Why: Hotels buy centrally but execute locally. Fine dining restaurants and wine bars reach affluent consumers and build brand advocacy through sommelier relationships.

CHANNEL 3

Private Club & Members-Only Venues

Willingdon Club, Gymkhana Club, CCI, Soho House

Strategy: Exclusive wine tastings, member-only events, wine pairing dinners, sommelier-led sessions.

Why: Clubs have captive, affluent audiences. Swiss wine's exclusivity (<1% exported) fits perfectly with members-only positioning.

CHANNEL 5

Retail Partnerships (Select)

Boutique Wine Stores, Online Platforms, Luxury Retail

Strategy: Boutique wine shops (Khar Social, Le15), online platforms (Living Liquidz, Sommelier India), luxury retail (Foodhall, Nature's Basket).

Why: Retail builds brand visibility and allows consumers to discover Swiss wine outside hotels. Selective placement prevents brand dilution.

CHANNEL 2

Embassy & Diplomatic Channels

Swiss Embassy, Consulates, Diplomatic Events

Strategy: Swiss National Day events, diplomatic gifting, embassy wine tastings, Swiss business delegations.

Why: Builds brand prestige, connects with high-net-worth individuals, and positions Swiss wine as "official" Swiss product in India.

CHANNEL 4

Wine Education & Trade Events

Quarterly Masterclasses, Sommelier Programs, Trade Tastings

Strategy: 6 masterclasses/year (Mumbai, Delhi, Bangalore), WSET partnerships, sommelier certification programs, trade-only tastings.

Why: Educates sommeliers and trade buyers year-round. Builds advocacy and ensures Swiss wine is top-of-mind when they curate wine lists.

Why This Matters

For Swiss Winemakers: ProWine is important, but it's not our only strategy. We activate year-round through hotels, embassies, clubs, education, and retail. This ensures sustained demand, not just event spikes.

For Indian Partners: We are committed 365 days/year—not just during ProWine. This multi-channel approach de-risks the business and builds long-term brand equity.

H2 2026 Roadmap

Expansion & The Main Stage

Q3

THE EXPANSION

JUL
2026

Mumbai Masterclass

Topic: "**Sustainability in Swiss Vineyards**". Highlighting organic and biodynamic practices to a conscious audience.

EDUCATION

AUG
2026

Delhi Masterclass

Topic: "**Swiss Wine & Indian Cuisine**". Pairing workshop with top chefs to drive restaurant adoption.

SALES

SEP
2026

Bangalore Masterclass

Topic: "**Emerging Winemakers**". Showcasing the new generation of Swiss talent.

EDUCATION

Q4

THE PEAK

OCT
2026

Pre-ProWine Activation

Exclusive tasting at Swiss Consulate General Residency. VIP invites only.

PR & BRAND

NOV
2026

ProWine Mumbai 2026

Nov 18-19: The main event. Swiss Pavilion, 12 Exhibitors, Masterclass.

FLAGSHIP EVENT

DEC
2026

Holiday Season Push

Focus on gifting and festive menus in partner hotels. Year-end performance review.

SALES

The Climax: All activities throughout the year build momentum towards a dominant presence at ProWine Mumbai in November.

Masterclass Series 2026

Education-First Strategy: Building the Category

APR 2026

MUMBAI

Swiss Terroirs: Alpine Diversity

Introduction to the 6 wine regions. Focus on soil types, altitude, and the unique alpine climate signature.



MAY 2026

DELHI

Pinot Noir of the Alps

Deep dive into Switzerland's flagship red. Comparative tasting of styles from Graubünden, Valais, and Neuchâtel.



JUN 2026

BANGALORE

White Wines: Beyond Chasselas

Showcasing Petite Arvine, Heida, and Completer. Targeting the white-wine preference of the IT capital.



AUG 2026

MUMBAI

Sustainability & Heroic Viticulture

Focus on organic practices, steep slopes, and the human effort behind every bottle. Storytelling focus.



OCT 2026

DELHI

Swiss Wine & Indian Cuisine

Pairing workshop with top chefs. Demonstrating versatility with spicy and rich Indian dishes.



NOV 2026

PROWINE

Emerging Winemakers Showcase

The grand finale at ProWine Mumbai. Highlighting the new generation of Swiss talent.



Objective: 6 strategic touchpoints to engage 300+ sommeliers, F&B directors, and key opinion leaders before the main fair.

Team & Connections

The People Behind ProWine Mumbai 2025



VIEW SWISS PAVILION

Pavilion & Architecture

Swiss Design Excellence



VIEW SWISS PAVILION

Masterclass & Education

Learning & Tasting **to market**



VIEW SWISS PAVILION

Masterclass Feedback - ProWine 2025

"Sips of Switzerland: From the Alps to Your Glass"

Conducted by **Karina Aggarwal**, Swiss Wine India Sommelier | 86 Attendees | 31 Oct. 2025



90.91%

Overall Satisfaction
(Very Satisfied + Satisfied)

9.3/10

Net Promoter Score
(80% gave 9-10)

80%

Wine Quality
Excellent/Very Good

100%

Improved Understanding
of Swiss Wine

Event Quality Assessment

Wine Quality & Variety



Excellent: 60% | Very Good: 20% | Good: 20%

Information Quality



Excellent: 60% | Very Good: 30% | Good: 10%

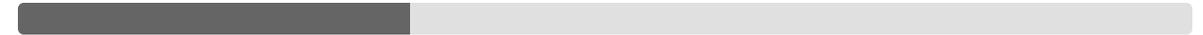
Overall Satisfaction



Very Satisfied: 63.64% | Satisfied: 27.27% | Neutral: 9.09%

Swiss Wine Awareness & Impact

Familiarity Before Event



Moderately: 33.33% | Slightly: 22.22% | Extremely: 22.22%

- 62.5%** achieved "much better understanding" of Swiss wine positioning
- 37.5%** achieved "slightly better understanding"
- 100%** of attendees improved their knowledge

Would You Recommend This Masterclass?



Score 10: 60% | Score 9: 20% | Score 8: 10% | Score 7: 10%

Visitor Profile - Industry Roles

28.57%

Retailer

28.57%

Wine Enthusiast / Collector

28.57%

Media / Press

14.29%

Sommelier / F&B Professional

Wine & Product Excellence

Swiss Quality on Display



VIEW SWISS PAVILION

ProWine Mumbai 2026

The Main Stage: November 18-19, 2026

FLAGSHIP EVENT

ProWine Mumbai

Jio World Convention Centre

 Nov 18-19, 2026

 Mumbai, India

 5,000+ Trade Visitors

The Swiss Pavilion



Unified Presence

119m² premium island booth. High visibility, Swiss branding, collective impact.



VIP Tasting Lounge

Dedicated area for private B2B meetings with top sommeliers and buyers.



Masterclass Integration

On-site masterclass theatre to educate trade professionals about your wines.



Full Service

Glassware, service staff, cooling, and logistics fully managed by Swintra.

12

EXHIBITORS

119m²

PAVILION SIZE

500+

TARGET LEADS

The Opportunity: Not just a booth, but a statement. We are positioning Swiss Wine as a major player on India's biggest stage.

ProWine Mumbai 2026

Preliminary Program: November 18-19

DAY 01

Nov 18, 2026

- 10:00 Official Opening**
Inauguration of Swiss Pavilion by Consul General & Ambassador.
- 11:30 VIP Delegation Tour**
Exclusive walk-around for top buyers, hoteliers, and media.
- 14:00 Masterclass: Alpine Signature**
Main Stage presentation featuring 6 key Swiss varietals.
- 19:00 "Swiss Wine Night" Gala**
Off-site networking dinner for exhibitors and key partners.

DAY 02

Nov 19, 2026

- 10:00 B2B Matchmaking**
Pre-scheduled 1-on-1 meetings with distributors and F&B directors.
- 12:00 Sommelier Challenge**
Blind tasting competition featuring Swiss wines vs. World.
- 15:00 Panel: Sustainability**
Discussion on Swiss sustainable viticulture practices.
- 17:00 Closing Aperitif**
Informal gathering at the Pavilion to wrap up the fair.

PAVILION FEATURES



119m² Premium Space

Central location with high visibility and dedicated meeting areas.



Tasting Bar

Managed by professional sommeliers for continuous sampling.



Digital Experience

Screens showcasing Swiss vineyards and winemaker stories.

Objective: A curated 2-day program designed to maximize buyer interaction and brand prestige.

ProWine Mumbai 2026 - Join Us

November 18-19, 2026 | All-Inclusive Package

PW25 ALUMNI

CHF 6,900

For 2025 Participants

EARLY BIRD

CHF 7,500

Book by Feb 26, 2026

 **Deadline: 26.02.2026 Midnight**

REGULAR RATE

CHF 8,900

From Feb 27, 2026

Preliminary Program November 2026

Sat 14	Arrival Delhi
Sun 15	Ambassador Night (Delhi)
Mon 16	Leela Winery Tasting (Delhi) → Flight to Mumbai
Tue 17	Setup & Welcome Dinner
Wed 18	ProWine Day 1
Thu 19	ProWine Day 2
Fri 20	Swiss Wine Tasting Night (Mumbai)
Sat 21	Sula Visit (optional)
Sun 22	Chandon Visit (optional) → Departure to Goa
Thu 26	Departure Goa via Mumbai
Fri 27	Arrival Zurich

All-Inclusive Package

- ✓ Visa Support
- ✓ Flights (ZRH → DEL → BOM → ZRH)
- ✓ Customs & Licenses (for import to exhibition only)
- ✓ Airport Transfers
- ✓ Full Service Support
- ✓ Hotels 5* (All Nights)
- ✓ Wine Logistics (4 Wines à 6 Bottles = 24 Bottles included, additional as agreed)
- ✓ Exhibition Stand within the Swiss Pavilion
- ✓ Transport & Drivers

Optional Extras

- Sula Visit (Sat 21)
- Chandon Visit (Sun 22)
- Nashik & Goa Extension

Detailed program and costs to be announced.



SIGN UP NOW
via WhatsApp

Your Role

Contribution & Commitment: A Partnership Model



STRATEGIC ALLOCATION

- ✓ Commit to allocating **60-120 bottles** per year for India.
- ✓ Prioritize your **flagship labels**, not surplus stock.
- ✓ Ensure consistent vintage availability for 3-5 years.



DIGITAL ASSETS

- ✓ Provide high-res bottle shots and technical sheets.
- ✓ Share your **winery story** and philosophy for marketing.
- ✓ Participate in short video interviews for social media.



ACTIVE PARTNERSHIP

- ✓ Join quarterly briefing calls to track progress.
- ✓ Host Indian delegations if they visit Switzerland.
- ✓ **Consider visiting** ProWine Mumbai 2026.

Next Steps

Join the Mission: Roadmap to 2026

01 COMMIT

Confirm your interest in joining the Swiss Wine India collective for the 2026 launch phase.

DEADLINE: JAN 10, 2026

02 SELECT

Work with our team to define your initial label allocation for the Indian market.

BY: JAN 10, 2026

03 PREPARE

Prepare your bottles and technical sheets for the consolidated air shipment to Mumbai.

SHIPMENT: JAN 25, 2026



Contact Us
office@tepa.swiss

Let's make Swiss Wine history together.