



Sahyadri Estate Vineyards

“WITH A GLASS OF WINE WE MAKE MORE
FRIENDS”



What is wine ?

- An alcoholic drink made through fermentation of Fruits such as... Blackberries, grapes, strawberries, peaches, etc... Starch materials



Health Benefits of Wine



- **Overall Health Benefits:**
 - Anti-aging effects in red grape skins (Harvard Medical School in Boston, 2004)
- **Men's Health Benefits:**
 - Lower risk of heart attack for men with high blood pressure (Worcester Medical Center in Massachusetts, 2004)
- **Heart Health Benefits:**
 - Coronary heart disease reduced (University of California, Davis, 1995)
 - Healthier blood vessels in elderly (University of Ferrara in Italy, 2004)



- **Cancer Prevention:**
 - Cancer cells killed by protein in red grape skins (University of Virginia Health System, 2004)
- **Lung Health Benefits:**
 - Improved lung function from antioxidants in white (American Thoracic Society, 2002)
- **Women's Health Benefits:**
 - Decreased ovarian cancer risk (The Queensland Institute of Medical Research in Australia, 2004)
 - Stronger bones (Twin Research and Genetic Epidemiology Unit, St. Thomas' Hospital in London, 2004)

Situational Analysis

- Taste & preferences
 - Slightly sweet wines and the varieties of Sauvignon Blanc, Chening Blanc, Rieslings, and Gewürztraminer are fairly popular and also pair well with typical Indian dishes.
 - Rose and Blush have been projected as good fits for the Indian market.
 - But majority of sale comes from Red & White wines.

Situational Analysis (contd...)

- Indian wine consumption is estimated to be 1.1 million cases (9- litre/ cases) in 2008.
- Growth rate is 20-25%

year	total	domestic	imported
2004	550,000	470,000	80,000
2005	620,000	520,000	100,000
2006	750,000	630,000	120,000
2007	900,000	750,000	150,000
2008	1,100,000	920,000	180,000
2009	1,400,000	1,180,000	220,000
2010	1,700,000	1,440,000	260,000
2011	2,000,000	1,700,000	300,000
2015	4,000,000	3,400,000	600,000

Situational Analysis (contd...)

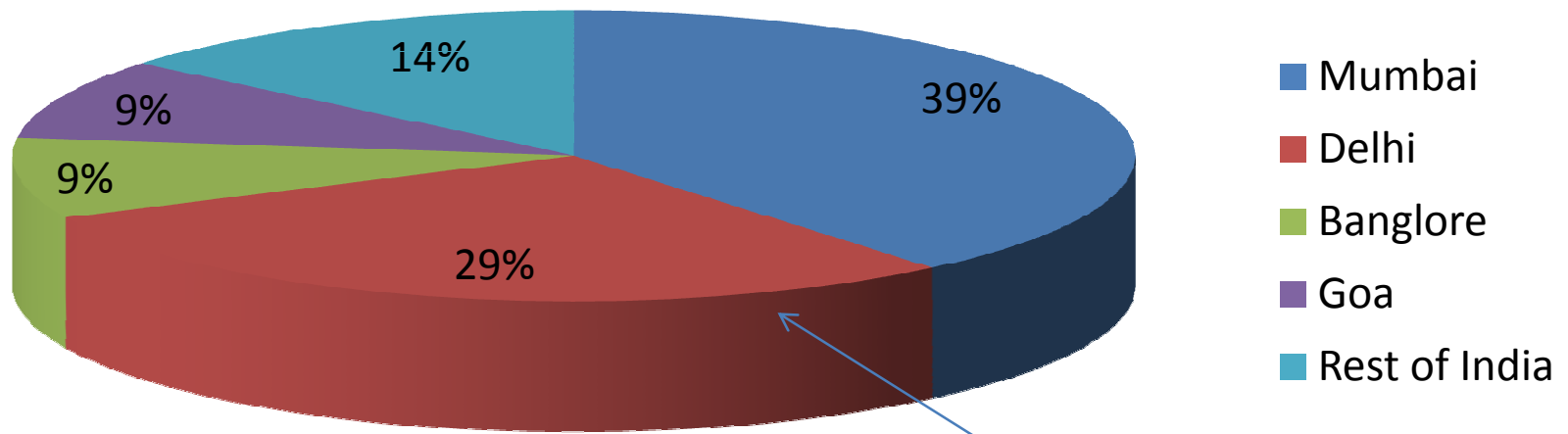
- Upper class as wine consumers
 - This industry is mostly driven by upper class of society which is approximately 2% of total Indian population. (20-25 million people)
- Wine consumption in relation to that of Spirits and Beer
 - Indians consume
 - 50 million cases of whiskey
 - 14 million cases of brandy
 - 25 million cases of rum
 - 110 million cases of beer
 - 200 million cases of country liquor
 - 1 million cases of imported spirits

Situational Analysis (contd...)

- Indian wine consumption by location
 - The larger chunk of market is based in Mumbai & Delhi (68%).
 - Other markets are cities like Kolkata, Chennai, Bangalore, Pune & Nashik.
 - Marketers are also concentrating in cities of Goa for its high energy tourism & Hyderabad.



Wine Consumption In India Per Capita Consumption - 9ml



Wine consumption for 2008 by wine type (still wines)

Color	Domestic	Imports	Total
Red	480,000	120,000	600,000
White	420,000	50,000	470,000
Rose	20,000	10,000	30,000
Total	920,000	180,000	1,100,000

Table Wines (9L cases)

The major players and their production volumes are estimated as follows:(9L cases)

Domestic	2008	2010(potential)
Chateau Indage	400,000	500,000
Sula	300,000	420,000
Grover Vineyards	100,000	150,000
Vinsura	25,000	40,000
Vintage Brands (Reveilo)	10,000	20,000
All Other	85,000	570,000
Total	920,000	1,700,000

Grape Processing Industry Policy 2001

- Grape wine industry- status of food processing industry
- Licensing procedures- Single Window clearance
- To establish Maharashtra Grape Board
- The producers are allowed to sell wine in beer bars and wine bars.
- Permission to promote wine tourism



Cont.....

- The incentives provided to the wineries located in MIDC wine parks located in Vinchur, Nasik and Plus, Sangli.
- **State Excise Holiday- 100 % remission**
- **Sales Tax Holiday-** applicable at the rate of four per cent
- **Octroi Holiday**
- **Electricity Duty Exemption**
- **Stamp Duty Exemption:**

Finance

- NABARD Term Loan – 50%
- SIDBI- 20%
- Owners Equity-10%
- Political Support – 20%

Financial Analysis & BEP

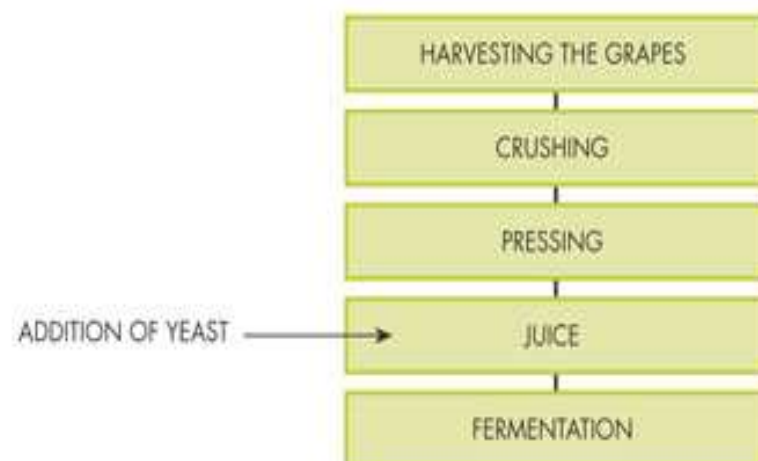
- Fixed Cost (In INR)
 - Plant & Machinery - 5 Crore
 - Land(200 acres) - 2 Crore
 - Other Expenses - 2 Crore
 - Total - 9 Crore
- Variable Cost(In INR) - 18 Crore

Includes – Raw material, Wages, Transportation, Advertising & Promotion, Electricity and other day to day expenses

Total Project Cost - 27 Crore

Financial Analysis & BEP (contd...)

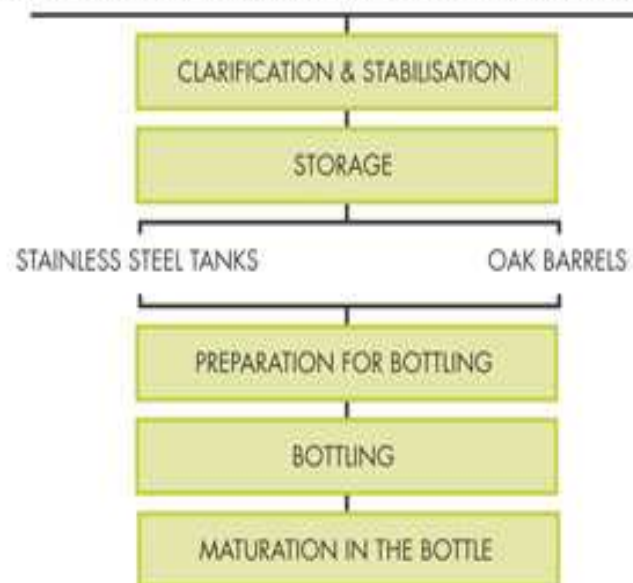
• Plant Capacity	-	9 lacs litres
• Actual Production	-	6 lacs litres
• No. of bottles	-	8 lacs units (750 ml)
• S.P./unit (750ml)	-	320 Rs.
• V.C./unit	-	220 Rs.
• BEP	-	9 crore/320-220
	=	9 lacs units (750ml)



OPTIONS OF FERMENTATION TECHNIQUES



with or without malo-latic fermentation and/or
with or without yeast lees contact with the wine after fermentation is complete



Destemer



**Hydro
Extractor**



**Hydraulic
Press**



**Screw
Pumps**



**Heat
Exchanger**



Filter Press



**Fermented
Vats**



**Chilling
Plant**



**Bottling
Machine**



STP&D

Customer Segments	Annual Income	Target Audience
Super Rich	>1 crore	
Rich	10 lacs-1 crore	Target Audience
Middle Class	5 lacs – 10 lacs	
Climbers	90 k – 5 lacs	
Aspirants	20 k – 90 k	
Destitute	< 20 k	

The Population of these class is 20-25 million.

Market Segmentation

Demographic Segment

- Age, Income
- Occupation

Psychographic Segment

- Social Class
- Music Lovers

Use-based Segment

- Recreational drinking
- Travelers, Party

Benefit Segment

- Quality, convenience
- comfort from Wine

Geographic Segment

- Mumbai
- Suburban Cities

Behavioral Segment

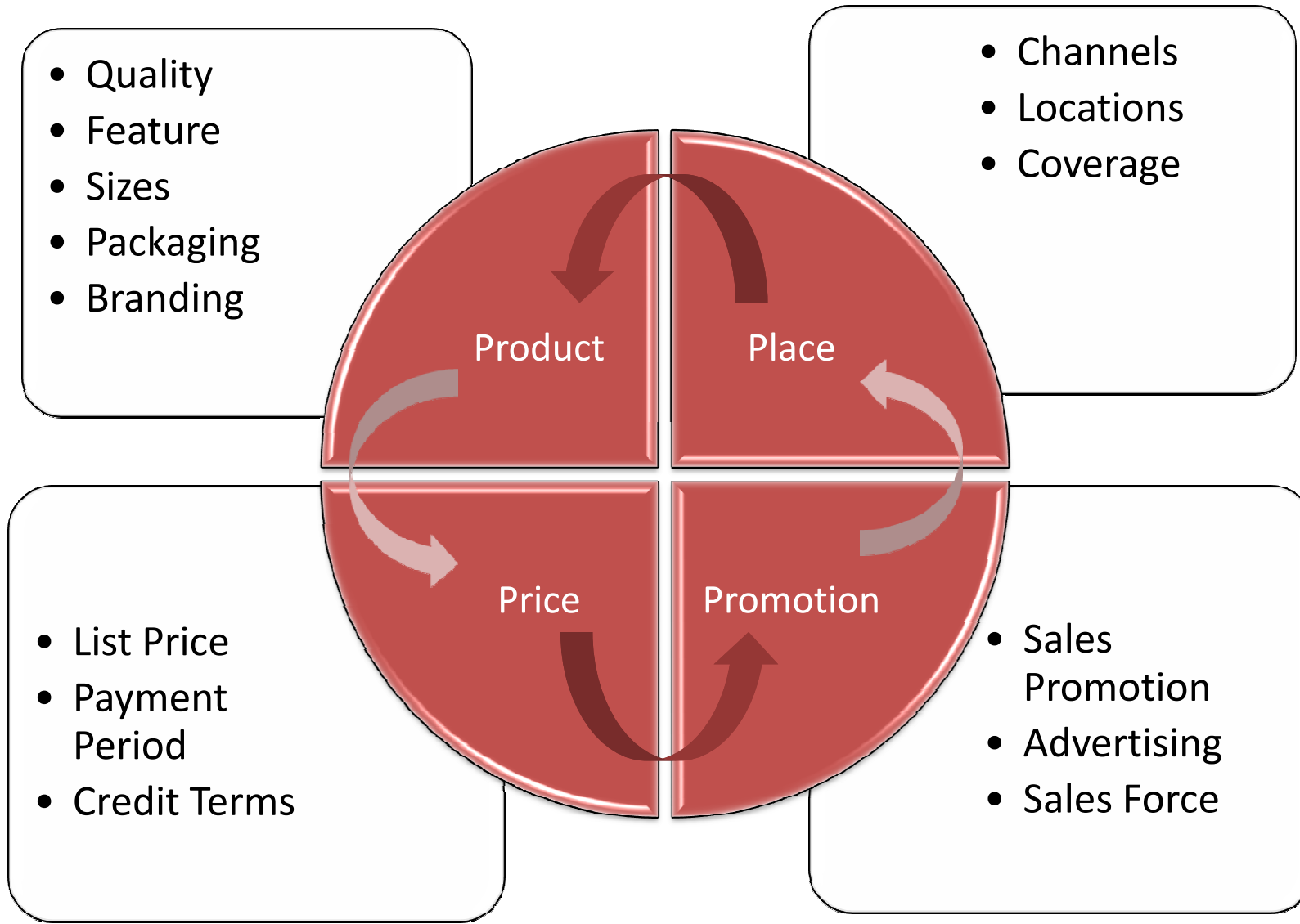
- Occasions
- Attitude

Positioning Statement

- To sophisticated & elite class of people who want to enjoy great taste of wine & have health benefits of wine, Our *Witara* wines are produced from exquisite variety of grapes & berries having high content of aroma & antioxidants.



Marketing Mix



Product



Quality
Assurance

Size 750 ml

Glass bottle

Special
Institutional
Packs

Quality
Premium



Brands

- Red Wine - *La' Drax*
Aura
- White Wine – Sophia
Sparkling white wine – Platina
- Rose Wine- Arina



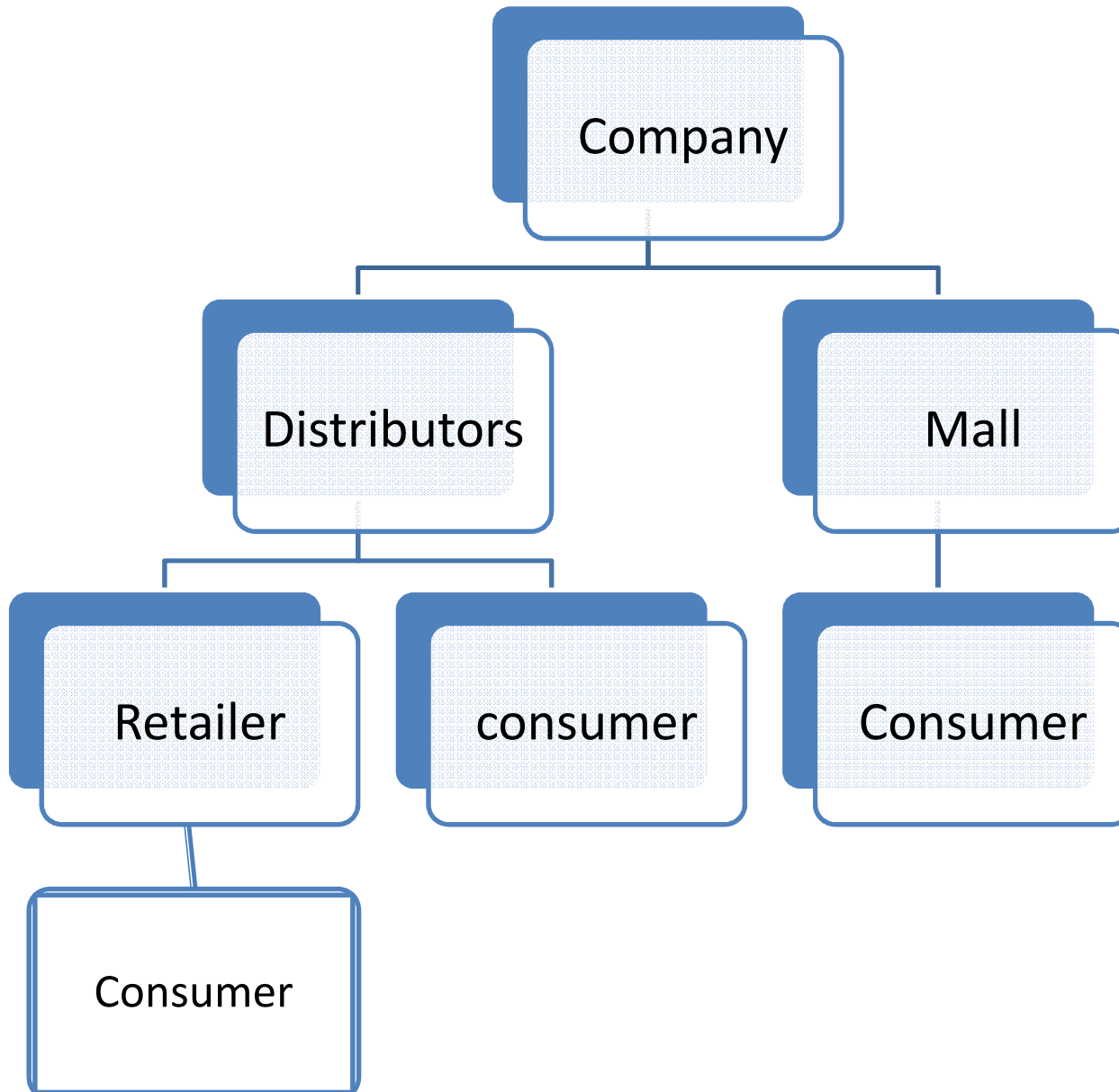
Type of Wine	Alcohol content
White Wine	12-14%
Red Wine	12-14%
Rose Wine	10-12%

Place

- Wine Shops
- Pubs and Disco
- Joint venture with Malls
- Star hotels, Restaurant
- Defense Wine clubs and CSD
- Snooker club
- JV with Multiplexes
- Youth club



Channel



PHASE – 1: Creating awareness:

- Creating brand awareness:
 - brand name displayed and propagated prominently through the appropriate media
 - Articles regarding ‘art of drinking wine’
 - Health and other government magazines
 - Assuming the of the 1st batch activities should be started before two months



Creating retailer, dealer, push for the brand

- a strong push strategy
- the relationship building exercise
- meetings with the retailers
- The retailers could be taken for a guided tour to the vineyards

Stage 1: Distributor

- Negotiate the price
- Offer a discount for the first order “introduction price”
- Direct incentive for the seller

Stage 2: Incentive for the retailer

- Testing
- Customer sales promotion

Stage 3: Second order

- Direct incentive for the seller
- Retailer: buy 10 boxes and receive 6 bottles



PHASE – 2: Product Placement and Brand Positioning

- promotional campaign at premium places
- organize and articulate high-class events
 - Up markets Bars and clubs
 - Up market pubs are the most important places
 - Business & Recreation Clubs
 - Premium Category Caterers
 - Event Managers
- Strong sales personnels



PROMOTIONAL MEASURES

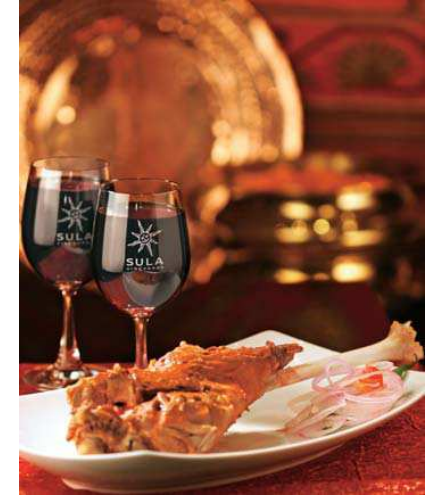
- Packaging
 - bottle in shape, color
 - attractive styling with special gift pack with colorful ribbon etc
- Media
 - A press releases
 - Issuing a brochures
 - Information leaflet
 - A multimedia presentation at multiplexes



Special dish for tasting wines

THE PAIRING

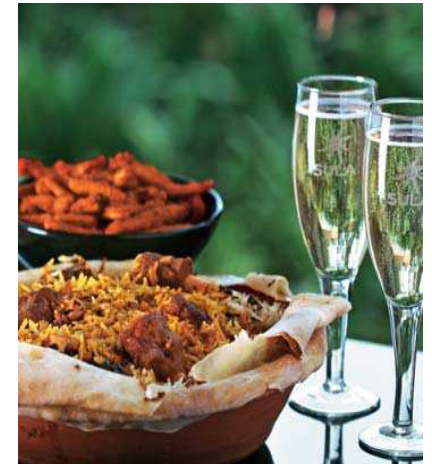
We suggest you drink it with raan, seekh kebabs, pathar ka gosht or rogan gosh peppery murg kali mirch.



Raan

THE PAIRING

White wine florida wine is best enjoyed especially pan-fried ones like gosht dum pukht biryani, raita, amritsari makkai, shammi kebabs or deep-fried like samosas, pakoras, and medu vada. chicken tikka masala and shahi murg/paneer. Gosht Dum Pukht Biryani, Raita, Amritsa



Gosht Dum Pukht
Biryani, Raita, Amritsari
Makkai

Advertising

- Display in corner wine shop, bars and Pubs
- Lifestyle Magazines
- Derby Race
- Agro expo
- Sunday supplement
- Retail shop hoardings



Wine Festival

come enjoy a day like no other in India.

- **Event details:**

Act's :-

Celebrity talk

Shayari and Function

The Saturday nite blues band

DJ's Night

- **Activities :-**

- **Wine stalls**

Nine hills & Florida wines

Wines of the World



- Art stalls
 - Photographers
 - Painters
 - Tribal handicrafts
- Food stalls
 - Chinese
 - Continental
 - Kebabs et al
 - Live cooking-with-wine demo
- Grape crushing
- Wine tastings

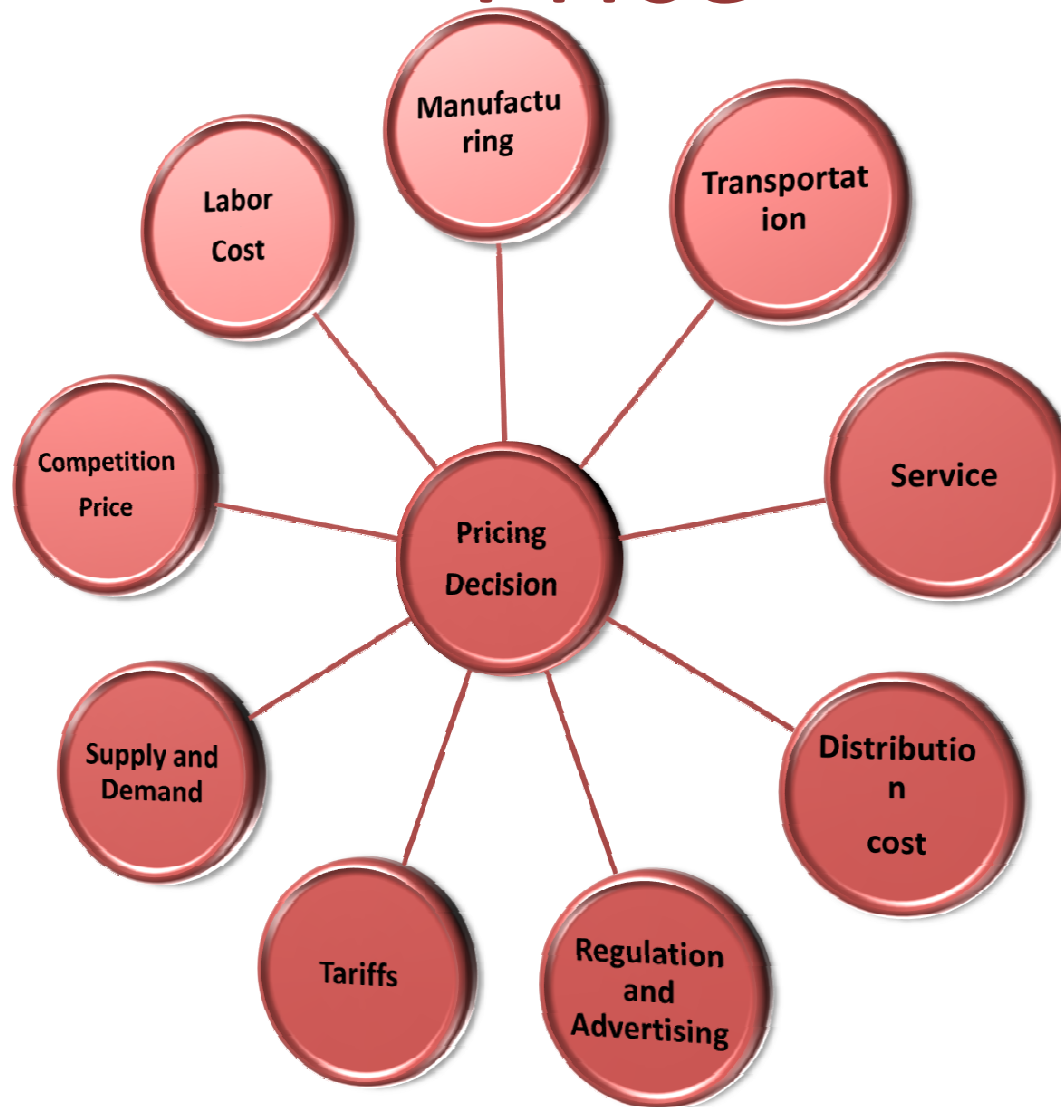
Location:-



FUTURE PLANS TO CREATE BRAND

- Retail stores:
 - set up 2-3 stores
 - services like free home delivery, cash & carry
- Internet:
 - provide information
 - other initiatives and promotional activities
- Wine tourism
- Diversification in product mix

Price



Price

- Price of wine is less as compared to Imported
- Regarding Price for Luxurious people, money is no matter
- Introductory price is slightly high as avg. price
- Price differentiation regarding own brands and supply to Sula.(Rs.300/750 ml)

Pricing

	Name	Amount (in Rs)
1	La Drax	600
2	Aura	600
3	Sophia	500
4	Platina	450
5	Arina	550