



WHEN PASSION
MEETS BUSINESS

PROWINE MUMBAI 2024

08 – 09 November 2024

Jio World Convention Centre
Mumbai, India



Supported by



Organised by





EVENT PROGRAMS

EXHIBITION

MASTER
CLASSES

TASTINGS

PROWINE
SPIRITS
CHALLENGE

PROWINE
BARTENDERS'
COMPETITION

THE
CRAFTSMEN
DISCUSSION

PROWINE MUMBAI NIGHT

INDUSTRY
AWARDS /
FELICITATION

B2B
NETWORKING
EVENING





TARGET AUDIENCE

Exhibitor / Sponsor Profile
Indian & International Wine producers
Indian & International Spirits producers
Craft Beverage & Beer brands
Importers & Allied brands
Global trade promotion bodies
Accessories & Allied categories

Audience Profile
Wine & Spirits Importers / Bonders / Distributors / Wholesalers / Retailers
HORECA – Hoteliers / Restaurateurs / Café & Bar Owners
Sommeliers, Chefs & F&B Teams
Wine & Spirits Accessories - Importers/ Distributors / Wholesalers /Retailers
HNI / Wine Enthusiasts / Investors
Wines & Spirits Clubs / Academia /Institutes





EXHIBITION

The two-day event will bring together all the industry stakeholders with a full-fledged Trade Fair for wine, spirits, craft drinks and related products & services, including country specific trade bodies.

Booth Prices

Shell Scheme (minimum 9 sqm)		
<u>Booth Type</u>	<u>Price / sqm (INR)*</u>	<u>Price / sqm (Euros)*</u>
Standard	12,300	230
2 side open	12,800	240
3 side open	13,300	250
Island	13,800	260
Bare Space (minimum 18 sqm)		
<u>Booth Type</u>	<u>Price / sqm (INR)*</u>	<u>Price / sqm (Euros)*</u>
Standard	10,500	210
2 side open	11,000	220
3 side open	11,500	230
Island	12,000	240

**Government taxes of 18% extra*

	<u>INR*</u>	<u>Euros*</u>
Registration Fee	4,500	300
Co-exhibitor Fee	30,000	500
Management Fee	330 / sqm	8 / sqm

Note:

- Co-exhibitor fee is applicable if the booth is shared.
- All contractors other than the official contractors will be required to pay a management fee for on-site coordination, design approval and construction debris disposal (further details to be obtained from the Technical Manual).





MASTERCLASSES

- 10+ Masterclasses over two days.
- Hosted by International and Indian industry experts, wine & spirits brands.

Brands can explore the opportunity to host a masterclass at a cost of **INR 1,50,000*** / **Euros 2,000*** for a **45 minutes** session.

**Government taxes of 18% extra*





PROWINE SPIRITS CHALLENGE

The ProWine Spirits Challenge will facilitate a contest between the makers of alcoholic beverages, in which spirit brands can compete to substantiate the quality of their products. An opportunity for all spirit brands to showcase their products to not just trade but also their actual local consumers and receive unbiased rankings that will recognize and reward their brand in the Indian market.

The Challenge invites all Premium Spirit brands in the following categories:

- Whisky
- Brandy
- Vodka
- Gin
- Rum
- Agave based spirits





PROWINE BARTENDERS' COMPETITION

ProWine Mumbai will present an exceptional platform for talented bartenders in the country to showcase their skills at The ProWine Bartenders' Competition.

Bartenders are the backbones for best showcasing spirits and winning cocktail competitions is one of the fastest ways to become well known as a skilled bartender / mixologist. It opens the door to tons of career opportunities – from private consulting gigs to jobs as prestigious as brand ambassadorships.

Select bartenders from the country's leading bars and hotels will be invited to a good spirited live battle at the bar that will showcase their forte and skill. The Competition will test creativity, efficiency, deliciousness and the ability to stay calm under pressure and do it all with top notch hospitality.





THE CRAFTSMEN DISCUSSION

ProWine Mumbai 2024 will also showcase an invigorating panel discussion aimed to enlighten visitors, offering valuable insights into the future of the wine and spirit industry while fostering engagement and knowledge exchange among attendees.

The panelists will include producers of craft spirits, global brand ambassadors and heads of multinational brands.



The Craftsmen
Discussion





PROWINE MUMBAI NIGHT

- Invite-only networking evening will take place on the first day post exhibition hours.
- An opportunity for the industry stakeholders to directly network with each other.
- Industry Awards / Felicitation 2024
- Attendance of key members of the HORECA, Wine and Spirits Trade including Media.





LOGISTICS

- Brands which are available and registered in Mumbai / Maharashtra, whether imported or produced in India, can participate and showcase their products.
- In case a brand is not available / registered in Mumbai / Maharashtra, participation of those brands is also facilitated through a special license taken specifically for ProWine Mumbai 2024.
- Post finalizing the participation and sending the application form, our official logistics partner R.E. Rogers Worldwide will assist the participating brands to complete the formalities.

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VENUE

- **JIO WORLD CONVENTION CENTER (JWCC)**, Mumbai is India's most premium Convention with 5 star facilities.
- Located at a prominent location, a well-connected financial hub near Mumbai International Airport.
- The Convention Centre is spread over 32,163 square meters of Exhibition & Convention facilities.
- Key enabling services include In-house culinary capabilities offering exemplary gourmet experiences, state of art Audio-Visual aids, seamless internet connectivity and sound-proof halls.
- For more details, please visit: <https://www.jioworldcentre.com/jio-world-convention-centre>





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THANKYOU!



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