

30 October – 01 November
2025

Jio World Convention Centre, Mumbai,
India



Mumbai

WHEN PASSION

International Trade Fair
for Wines & Spirits

MEETS BUSINESS.

EVENT INFORMATION

Mumbai | मुंबई

→ prowine.in

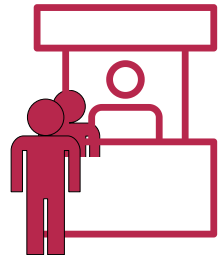
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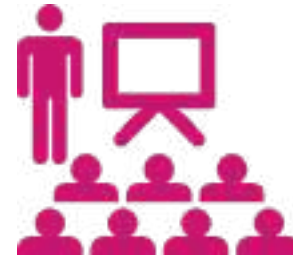
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EVENT PROGRAMS



TRADE EXPO



MASTERCLASSES



TASTINGS



PROWINE & PROSPIRITS CHALLENGE



PANEL DISCUSSIONS



PROWINE BARTENDERS' COMPETITION

PROWINE MUMBAI NIGHT



PROWINE MUMBAI:
HONORING EXCELLENCE



PROWINE & PROSPIRITS CHALLENGE
WINNERS' BAR



B2B
NETWORKING EVENING



TARGET AUDIENCE

Exhibitor Profile

- Indian & International Wine producers
- Indian & International Spirits producers
- Craft Beverage & Beer Brands
- Importers & Distributors
- Global Trade Promotion Bodies
- Accessories & Allied categories

Visitor Profile

- Wine & Spirits Importers / Bonders / Distributors / Wholesalers / Retailers
- HORECA - Hoteliers / Restaurateurs / Café & Bar Owners
- Sommeliers, Chefs & F&B Teams
- Wine & Spirits Accessory - 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 CHARGES: SHELL SCHEME

| Booth Type | Price/sqm (INR) | Price/sqm (Euro) |
|--------------|-----------------|------------------|
| Standard | 12,300 | 230 |
| 2 sides open | 12,800 | 240 |
| 3 sides open | 13,300 | 250 |
| Island | 13,800 | 260 |

BOOTH CHARGES: BARE SPACE

| Booth Type | Price/sqm (INR) | Price/sqm (Euro) |
|--------------|-----------------|------------------|
| Standard | 10,500 | 210 |
| 2 sides open | 11,000 | 220 |
| 3 sides open | 11,500 | 230 |
| Island | 12,000 | 240 |

* Government taxes of 18% extra

| | Price (INR) | Price (Euro) |
|------------------|-------------|--------------|
| Registration fee | 4,500 | 300 |
| Co-exhibitor fee | 30,000 | 500 |
| Management fee | 330 per sqm | 8 per 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

Interactive sessions that delve into evolving consumer trends, brand narratives/product storytelling, and the art of tastings.

- 10+ Masterclasses over two days.
- Hosted by International as well as Indian industry experts and 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-minute session.

*Government taxes of 18% extra

PROWINE & PROSPIRITS CHALLENGE



The ProWine & ProSpirits Challenge highlights the preferences of Indian buyers and consumers through a unique Blind Tasting competition judged by India's top experts and discerning consumers.

This platform celebrates diverse tastes and evaluates wine and spirits solely on quality, unveiling an independent list of India's finest.

Winners and partners will be showcased at the ProWine Mumbai exhibition and the prestigious ProWine Mumbai Night, a grand networking event for the wine and spirits trade, hospitality leaders, and top enthusiasts in the city.



PROWINE BARTENDERS' COMPETITION



Bartenders play a pivotal role in the wine and spirits industry, shaping trends and influencing brand perceptions through their expertise.

The ProWine Bartenders' Competition is a premier platform celebrating top talent nationwide. The winner earns the coveted title 'ProWine Bartender of the Year,' along with a cash prize, media recognition, and/or an exclusive guest shift at an international world class bar. This feature enhances visits from bartenders across India and puts a spotlight on the bartending community.



PANEL DISCUSSIONS

The Panel Discussions provide a platform for industry experts to explore the evolving landscape of the alcoholic beverage sector. Attendees will gain insights into emerging trends, market dynamics, and innovation opportunities within the industry.

Featuring esteemed panelists from various segments of the wine and spirits industry, including producers, distributors, and brand ambassadors, the discussions promise valuable perspectives and engaging dialogue among participants.



PROWINE MUMBAI NIGHT



- **B2B Networking Evening:** The ProWine Mumbai Night is a major networking event bringing together luminaries of the wine and spirits industry, leaders of hospitality, eminent media persons, and key exhibitors from across the world under one roof, making this the most prominent wine and spirit event of the year.
- **ProWine Mumbai: Honoring Excellence:** A succinct ceremony that felicitates noteworthy contributors within the wine and spirits industry. The awards stand for a commitment to the industry to recognize, reward and celebrate the backbones of the industry.
- **Winners' Bar:** Winners of the ProWine & ProSpirits Challenge will be showcased at an exclusive 'Winning Wines & Spirits Bar' – an opportunity for all present to taste and learn where the Indian market preferences lie.



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.

R. E. Rogers India Pvt. Ltd.

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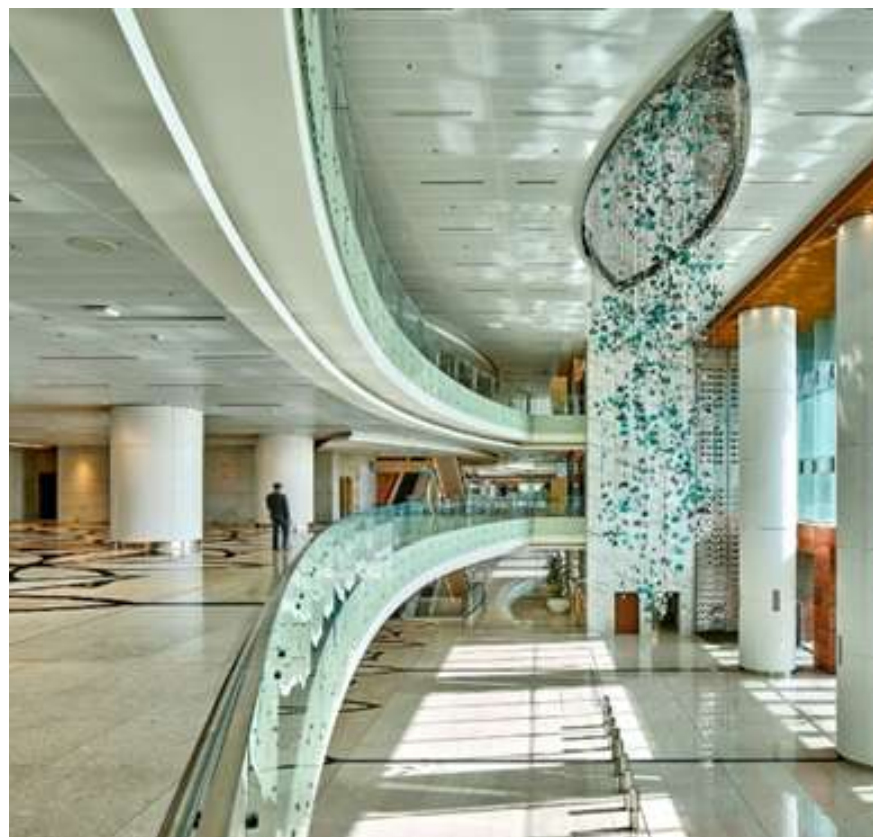
VENUE



Jio World Convention Centre (JWCC), Mumbai, is India's premier convention destination, offering 5-star facilities in a prime location near Mumbai International Airport.

Spanning 1,03,012 sq. m., JWCC hosts world-class exhibitions, conventions, and events with versatile spaces for physical, virtual, and hybrid formats. Key features include state-of-the-art audio-visual technology, seamless internet, soundproof halls, and exceptional in-house culinary services.

For details, visit: <https://www.jioworldcentre.com/jio-world-convention-centre>



CONTACT



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