

# Wine in India

October 2023

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#### 2022 DEVELOPMENTS

Samant Soma Wines leverages wine tourism and pursues inorganic growth strategy to lead the market

Trade agreement with Australia improves accessibility of imported wines

High taxation and regulatory constraints limit potential of wine in India

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## Alcoholic Drinks in India - Industry Overview

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2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Legal drinking age by state is as follows:

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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