



India

Country Profile

February 2011

BACKGROUND

India is the seventh-largest country by geographical area. It is the second-most populous country with over 1.2 billion people.

India is bounded by the Indian Ocean on the south, the Arabian Sea on the west, and the Bay of Bengal on the east. The Indian economy is the world's eleventh largest economy by nominal GDP and the fourth largest by purchasing power parity. Since the introduction of market-based economic reforms in 1991, India has become one of the fastest growing major economies in the world, however, the country continues to face several poverty, illiteracy, corruption and public health related challenges. India is classified as a newly industrialised country.

Geography: The temperature in India varies from tropical monsoon in south to mild weather in the north. Natural resources include coal, iron ore, manganese, mica, bauxite, rare earth elements, titanium ore, chromite, natural gas, diamonds, petroleum, limestone, arable land. Natural hazards include droughts; flash floods, as well as widespread and destructive flooding from monsoonal rains; severe thunderstorms; earthquakes and volcanism.

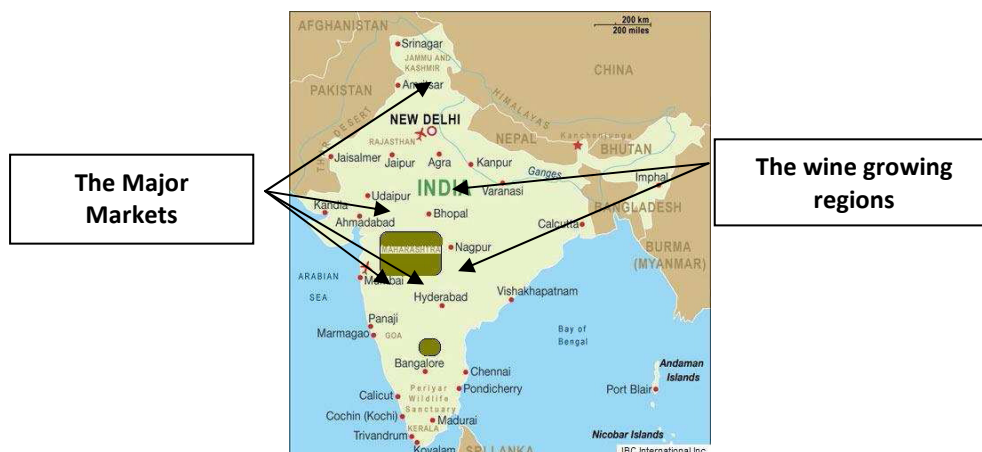
Economy and Infrastructure: India is developing into an open-market economy. The real economy grew at an average rate of nearly 8% per year in 2000 – 2008 but the rate stated to fall to 5.7% in 2009. GDP (% real growth) is 9.7% in 2010.

People: Total population is 1 173 108 018, median age is 25.9 years and growth rate of 1.376% (2010 est.)

Agriculture: India ranks second worldwide in farm output. They produce products like rice, wheat, oilseed, cotton, jute, tea, sugarcane, lentils, onions, potatoes; dairy products, sheep, goats, poultry and fish.

1. AREA UNDER VINES

Wine grape-planted area in India reached 71.400 hectares. The biggest wine producing region in India is Maharashtra state. This region includes Pune, Nasik and Ahmed Nagar. It is above 800 meter sea level.



According to the OIV, vineyard surface in India grew by 66% between 1998 and 2008.

3. PRODUCTION

Only 1% of India's vineyards are used for wine production. Grape production was approximately 1.7 million tonnes in 2009.

4. CONSUMPTION

Indian Wine Industry Forecast to 2012 indicates that once more wine consumption in India is expected to grow by 25-30% annually between 2009 and 2012.

Factors such as poor storage, poor transport facilities, lack of promotional activities for wine consumption in the country, unfavourable rules for domestic marketing of wines except in few States, stringent and regressive government rules with different taxation across various states has draw to a low consumption in the early years.

Consumption per head is roughly 0.0030 litre per annum.

Wine Consumption

Year	Domestic	Imports	Total	Growth	Units
2003-2004	425,000	74,000	499,000	-	9 Litre cases
2004-2005	515,000	100,000	615,000	23%	9 Litre cases
2005-2006	652,000	137,000	789,000	28%	9 Litre cases
2006-2007	931,000	168,000	1,099,000	39%	9 Litre cases
2007-2008	1,250,000	224,000	1,474,000	34%	9 Litre cases
2008-2009	1,300,000	175,000	1,475,000	0%	9 Litre cases

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5. INTERNATIONAL TRADE

5.1 Total exports

Year	Volume Million litres
2005	0.6
2006	0.8
2007	1.1
2008	1.6
2009	-

Source: ©2011 Euromonitor International

5.2 Total imports

Year	Volume ('000 litres)
2005	1.4
2006	1.8
2007	3.1
2008	3.3
2009	-

Source: ©2011 Euromonitor International