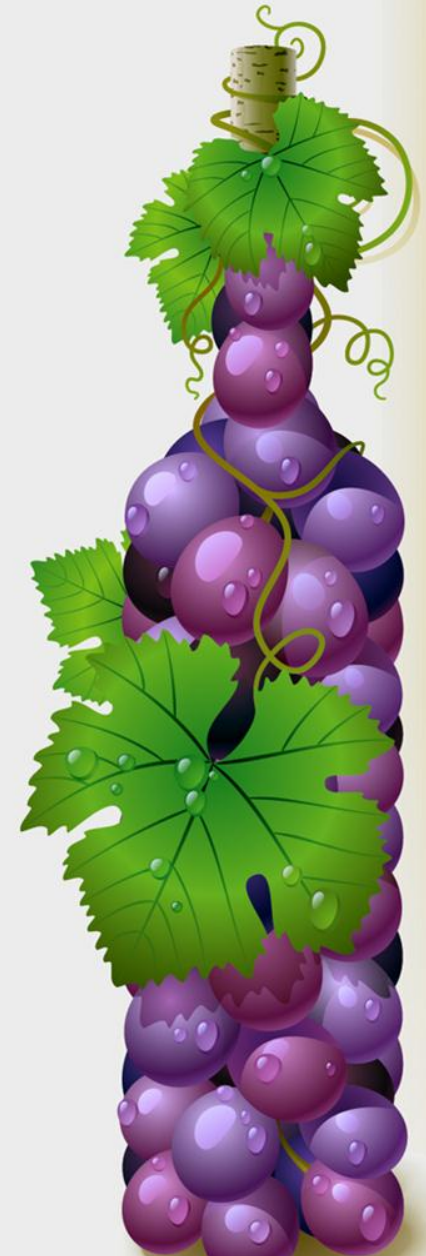


**Profitable
Grape Wine Production
Business.**

**Fruit Wine Industry in
India.**

**How to Start Your Own
Winery Business**



Introduction

Grape wines are more popular than the fruit wines. But, customers are shifting towards fruit wines as they have a wide variety of products along with having the ability to please people with different tastes. The customers with habits of trying new varieties of wines are motivating the producers to constantly produce new flavors of fruit wines. The health benefits of fruit wines, style and brand appeal, royal fragrance, ability to fit any cuisine, and refreshing taste attract customers to consume various types of fruit wines. And the popularity is increasing rapidly in India.



Grape wine is actually a fermented grape juice. Broadly, there are three different types of wines. These are fortified, sparkling and table. Generally, fortified wines have the higher alcohol content (around 14 to 30%). However, these are less perishable and you can get it stable without pasteurization.

India is a large market for grape wine. In addition, the market is growing very fast. Nowadays, consumers can buy good quality wines from the supermarkets and shopping malls. In addition, online selling allows customers to get the products at their doorsteps. Earlier the choice was limited. Now there are over 200 wine labels available in Mumbai alone. Also, there is a growing demand for Indian wines outside the country.

Availability of good quality Indian wine at half the price has resulted in a continuous increase in demand. Gradual awareness about the basic difference between wines and hard drinks is also helping the wine industry. Thus, India provides a large virgin market for wine.

The grape wine industry in Maharashtra, particularly in Nashik and Sangli districts, has registered tremendous growth in the last few years. Currently, total grape wine production in India is 1.04 crore litres, of which 94.79 lakh litres is produced in Maharashtra. The total investment in wineries in the state stands at Rs 160.31 crore.



Wine consumption is primarily based on consumers' preference for taste. The wide variety of grapes, different soil and climate conditions, and various winemaking and viticulture practices affect the quality, taste and appearance of wine. Hence, the consumers naturally demand for information regarding the properties of wine such as from which grape variety it was produced, where the vineyard was, or in which vintage it was produced.

Wine is expected to perform well over the forecast period as increasing excise and trade restrictions on other spirits have led to many consumers shifting to wine. Additionally, a growing number of middle-income consumers in the country have been gradually developing a taste for wine.

Rising youth population together with growing affluence amid middle-class, penchant for exotic tourism and other related factors are likely to push the growth of emerging wine industry in India.

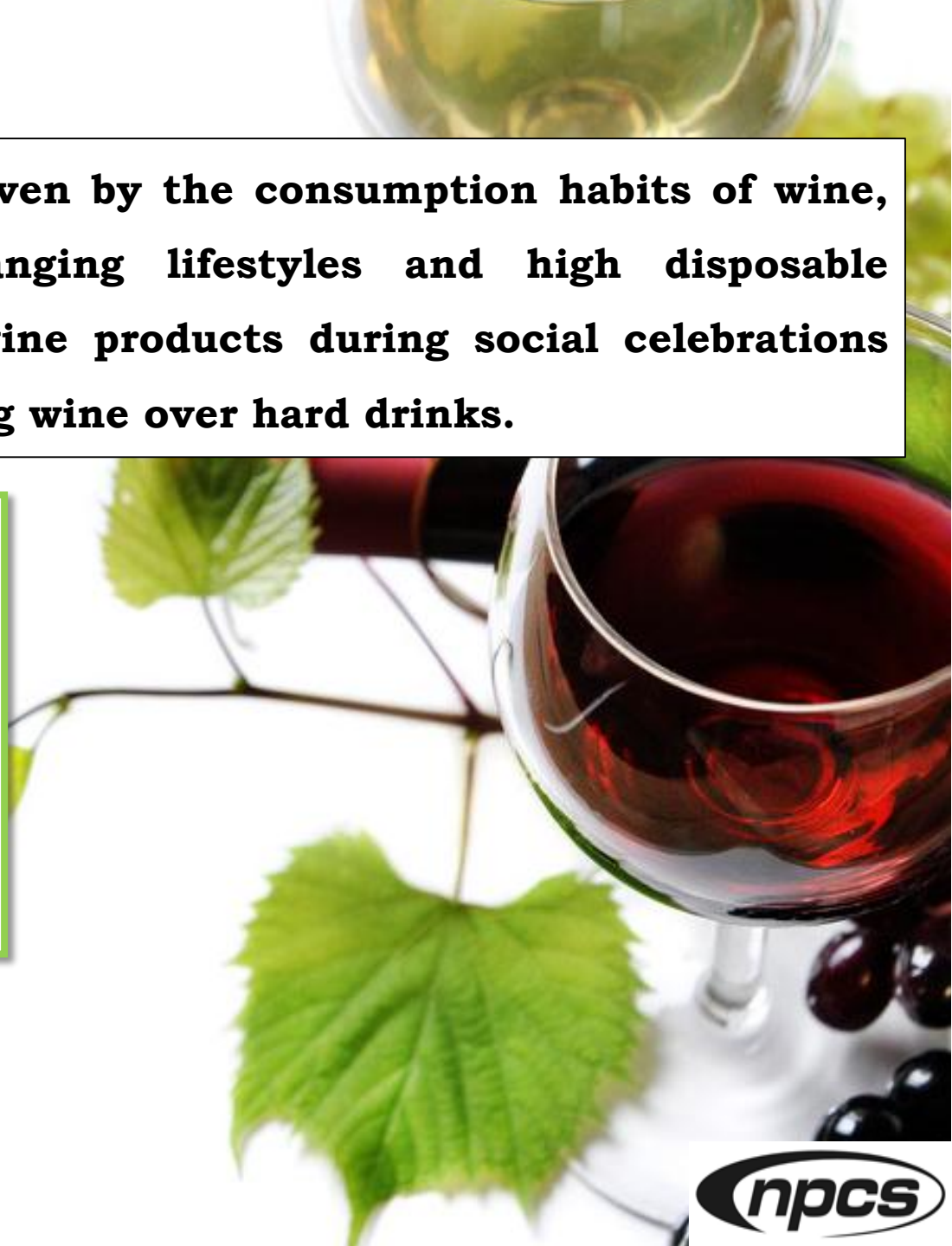
Fruit wine is prepared from the juice of a ripe fruit and fermented naturally with yeast. The alcohol formation in the fruit wine is through natural fermentation of the fruits and its content primarily varies in between 5% to 15%. In order to increase alcohol content, yeasts requires sugar for generation of alcohol. The process called capitalization is an alcohol enrichment process by addition of sugar in the fruit wine.



The market is valued at USD 287.39 billion in 2016 and is expected to reach USD 402 billion by 2023, at a 5.8% CAGR during the forecast period 2018 - 2023. The wine market is huge, largely dominated by the European and North American countries. The USA, France, Italy, and Spain are the largest producers and consumers of wine. In the international trade, the European region has more than 50% share of the global wine trade. Currently, there are about one million small and big wine makers globally and the world's most famous brands (around 84%) are French. The wine consumption is declining in the traditional markets. It is growing rapidly (x4 since 2000) in the Asian markets. Asia-Pacific accounts for 16% of value of global wine imports.



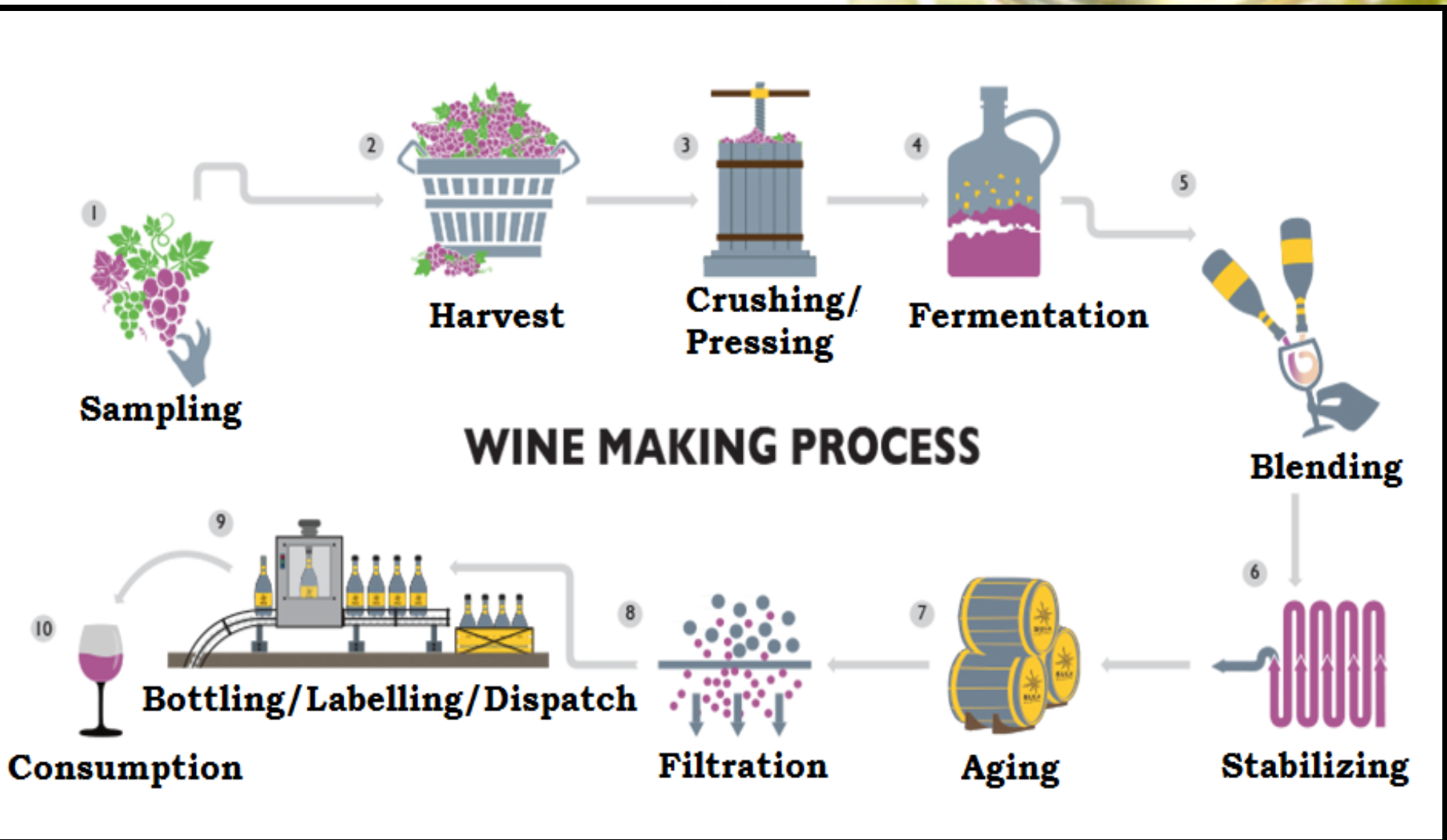
The global wine market is driven by the consumption habits of wine, rapid urbanization, the changing lifestyles and high disposable incomes, and popularity of wine products during social celebrations and aging population preferring wine over hard drinks.



Few Indian major players are as under

- **Charosa Wineries Ltd.**
- **Four Seasons Wines Ltd.**
- **Grover Zampa Vineyards Ltd.**
- **Indage Vintners Ltd.**
- **Millennium Spirits Pvt. Ltd.**
- **N D Wines Pvt. Ltd.**

Grape Wine Manufacturing Process:



Step 1 – Harvesting

As the grapes ripen the concentration of sugars and aroma compounds rises and the concentration of acids falls. The aim at harvest is to pick the grapes at their optimum composition. This depends on the type of wine to be produced. For example, sparkling wine requires a higher acidity than still table wine. The development of the grapes is followed by taking samples of the grapes at regular intervals from a few weeks before the expected optimum levels will be reached. The samples are analyzed for pH (using a pH meter), acid (by titration with sodium hydroxide), sugar (by refractive index or chemical reduction of copper salts) and flavour compounds (by tasting). When optimum levels are reached, the grapes are harvested.

Step 2 - Crushing and Destemming

Sulphur dioxide (5 - 10% solution of metabisulphite) is usually added to the grape bunches as they are fed into the crusher/destemmer. The stems are removed as the bunches pass through a perforated rotating cylinder in which the grapes fall through the perforations while the stems are separated out by beathers. The berries are then passed through rollers and crushed. The SO₂ inhibits the growth of wild microorganisms and prevents oxidative browning of the juice. Molecular SO₂ is the active biocide, but in solution this is in equilibrium with inactive HSO₃⁻. At wine pH only 2 - 8% of the SO₂ exists in the molecular form, but this is usually sufficient to give the required protection. Wherever possible during the manufacturing process the juice is kept under a blanket of CO₂ to exclude air, and if necessary more SO₂ is added to maintain the level of molecular SO₂ at a minimum of 80ppm.

Step 3 - Pressing

The free-run juice is separated from the crushed berries, which are pressed by gentle squeezing to obtain a high quality juice. The juice is allowed to settle overnight or is centrifuged to clarify it. If necessary pectolytic enzymes are added to remove haze. Finally, the pulp is then squeezed almost dry. This final juice is of low quality and is used for cask wine or fermented for distillation into alcohol for sherry or port production.



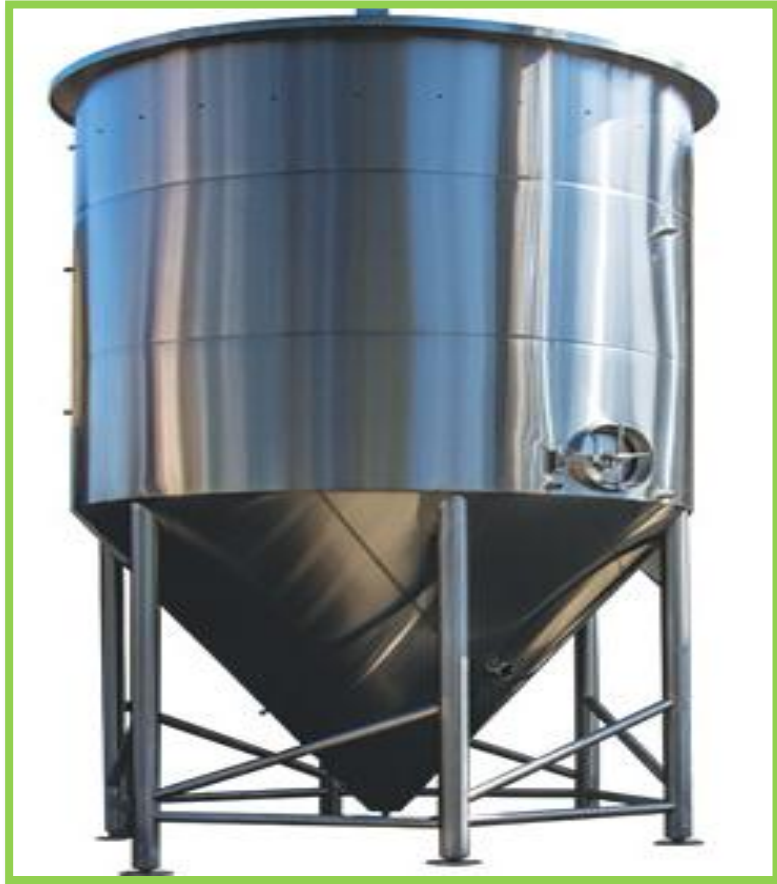
Step 4 - Fermentation

Fermentation is begun by inoculating the juice with the chosen wine yeast. This yeast catalysis a series of reactions that result in the conversion of glucose and fructose to ethanol: $C_6H_{12}O_6 \rightarrow 2C_2H_5OH + 2CO_2$ the driving-force behind this reaction is the release of energy stored in the sugars to make it available to other biological processes. In aerobic conditions, the reaction can proceed further and convert the ethanol to H_2O and CO_2 , releasing all of the energy present in the original sugars. This process is undesirable in wine production, so fermentation is usually carried out under a blanket of CO_2 to exclude oxygen and hence maximize alcohol production.

Step 5 - Purification

In former times, after fermentation was complete, the wine was heavily treated to alter the pH, composition etc. to give it a desirable flavour, appearance etc. Very few such measures are used today, but those that are retained are outlined briefly below. Proteins and tannins that are suspended in colloidal form in the wine are precipitated out with substances such as gelatin or adsorbed to the surface of substances such as bentonite. This process is called fining. The wine is often also clarified in a process called racking. This is the drawing off of the wine from the lees (sediment formed). Wine is often also cold stabilized (left at 0 to -3oC for 10 - 14 days) to crystallize out any potassium bitartrate.

Machinery Photographs



Fermentation Tank



Buffer Tank



Bottle Washing & Cleaning Machine



Inspection Conveyor

Project at a Glance

PROJECT AT A GLANCE								(in lacs)
COST OF PROJECT				MEANS OF FINANCE				
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total	
Land & Site Development Exp.	0.00	70.00	70.00	Capital	0.00	153.91	153.91	
Buildings	0.00	192.30	192.30	Share Premium	0.00	0.00	0.00	
Plant & Machineries	0.00	164.19	164.19	Other Type Share				
Motor Vehicles	0.00	4.00	4.00	Capital	0.00	0.00	0.00	
Office Automation Equipments	0.00	32.00	32.00	Reserves & Surplus	0.00	0.00	0.00	
Technical Knowhow Fees & Exp.	0.00	20.00	20.00	Cash Subsidy	0.00	0.00	0.00	
Franchise & Other Deposits	0.00	0.00	0.00	Internal Cash Accruals	0.00	0.00	0.00	
Preliminary & Pre-operative Exp	0.00	3.50	3.50	Long/Medium Term Borrowings	0.00	461.74	461.74	
Provision for Contingencies	0.00	15.00	15.00	Unsecured Debentures / Bonds	0.00	0.00	0.00	
Margin Money - Working Capital	0.00	114.66	114.66	Loans/Deposits	0.00	0.00	0.00	
TOTAL	0.00	615.65	615.65	TOTAL	0.00	615.65	615.65	

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS				Per Share	Per Share				
1-2	6.42	9.78	16.42	24.00	0.00	100.00	6.42	0.00	6.42	1.00	0.00
2-3	9.06	12.01	25.48	18.00	0.00	100.00	9.06	0.00	9.06	1.00	0.00
3-4	11.68	14.27	37.16	12.00	0.00	100.00	11.68	0.00	11.68	1.00	0.00
4-5	14.24	16.53	51.41	6.00	0.00	100.00	14.24	0.00	14.24	1.00	0.00
5-6	16.75	18.77	68.16	0.00	0.00	100.00	16.75	0.00	16.75	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / - Depos its Debt	Equity as- Equity	Total Net Wort h	Retur n on Net Worth	Profitability Ratio					Assets Turnov er Ratio	Curre nt Ratio
	Individ ual	Cumula tive	Overa ll					GPM	PBT	PAT	Net Contri bution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.41	1.41		1.46	1.46	2.32		52.29 %	30.49%	20.61 %	722.3 7	150.6 4%	0.58	1.26
2-3	1.70	1.55		0.71	0.71	1.35		56.34 %	38.34%	24.93 %	542.5 3	96.98 %	0.62	1.50
3-4	2.05	1.70	2.05	0.32	0.32	0.83		59.10 %	43.93%	28.11 %	612.8 9	95.86 %	0.62	1.79
4-5	2.47	1.87		0.12	0.12	0.53		60.99 %	48.00%	30.48 %	683.2 4	94.99 %	0.60	2.11
5-6	2.98	2.05		0.00	0.00	0.34		62.28 %	51.00%	32.26 %	753.6 0	94.29 %	0.57	3.09

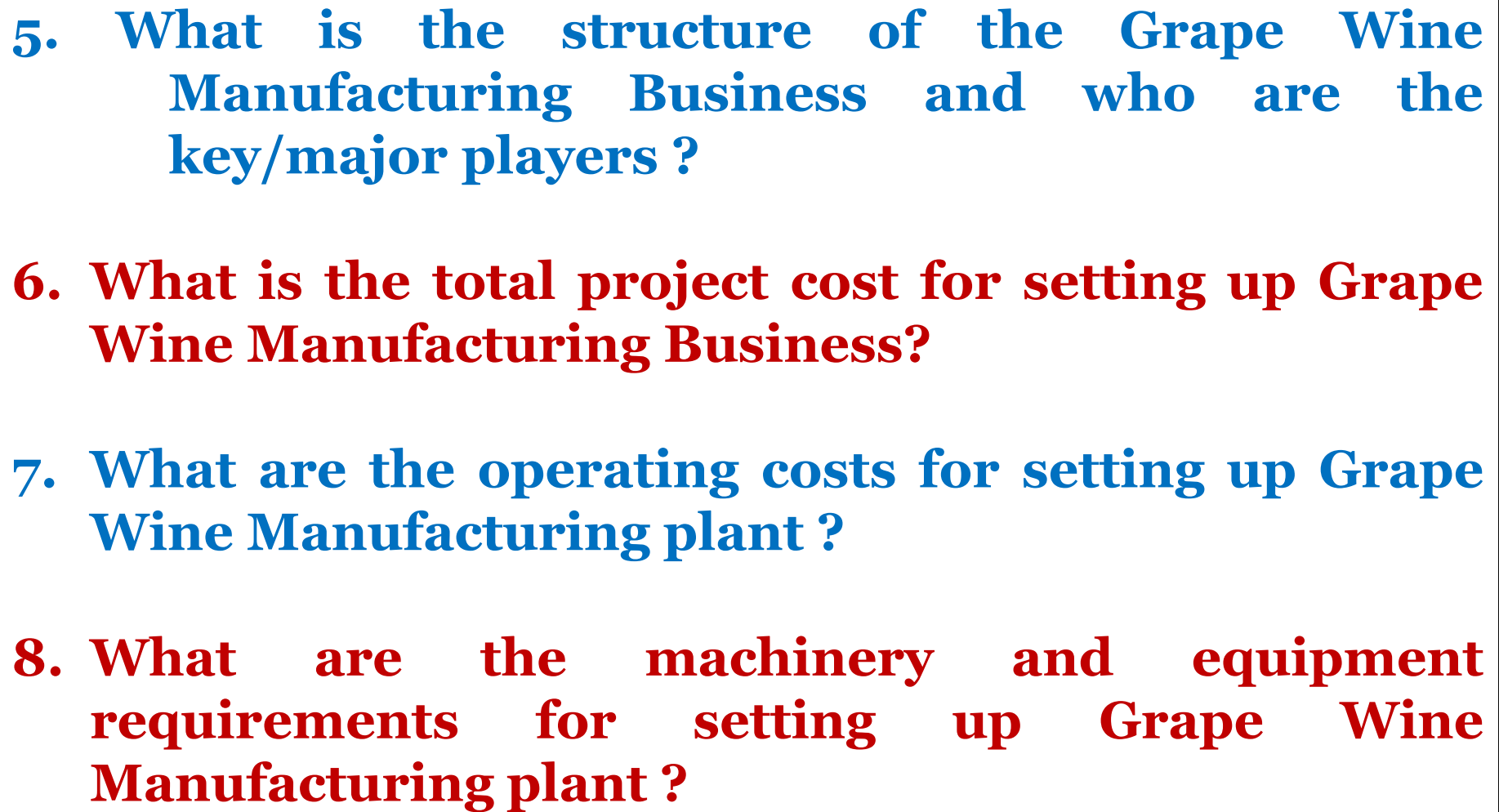
Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	35.16%
Total BEP (% of Installed Capacity)	39.27%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	29.39%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	2.644

Major Queries/Questions Answered in the Report?

- 1. What is Grape Wine Manufacturing industry ?**
- 2. How has the Grape Wine Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Grape Wine Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Grape Wine Manufacturing plant ?**

- 
- A glass of wine and a bunch of grapes are visible in the background of the slide.
- 5. What is the structure of the Grape Wine Manufacturing Business and who are the key/major players ?**
 - 6. What is the total project cost for setting up Grape Wine Manufacturing Business?**
 - 7. What are the operating costs for setting up Grape Wine Manufacturing plant ?**
 - 8. What are the machinery and equipment requirements for setting up Grape Wine Manufacturing plant ?**

9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Grape Wine Manufacturing plant ?

10. What are the requirements of raw material for setting up Grape Wine Manufacturing plant ?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Grape Wine Manufacturing Business?

12. What is the Manufacturing Process of Grape Wine ?

- 13. What is the total size of land required for setting up Grape Wine Manufacturing plant ?**
- 14. What will be the income and expenditures for Grape Wine Manufacturing Business?**
- 15. What are the Projected Balance Sheets of Grape Wine Manufacturing plant ?**
- 16. What are the requirement of utilities and overheads for setting up Grape Wine Manufacturing plant?**
- 17. What is the Built up Area Requirement and cost for setting up Grape Wine Manufacturing Business?**

18. What are the Personnel (Manpower) Requirements for setting up Grape Wine Manufacturing Business?

19. What are Statistics of Import & Export for Grape Wine ?

20. What is the time required to break-even of Grape Wine Manufacturing Business?

21. What is the Break-Even Analysis of Grape Wine Manufacturing plant?

22. What are the Project financials of Grape Wine Manufacturing Business?

- 23. What are the Profitability Ratios of Grape Wine Manufacturing Project?**
- 24. What is the Sensitivity Analysis-Price/Volume of Grape Wine Manufacturing plant?**
- 25. What are the Projected Pay-Back Period and IRR of Grape Wine Manufacturing plant?**
- 26. What is the Process Flow Sheet Diagram of Grape Wine Manufacturing project?**

- 
- The background of the slide features a close-up photograph of a wine glass filled with red wine, a bunch of dark grapes, and a large green grape leaf. The scene is set against a white background.
- 27. What are the Market Opportunities for setting up Grape Wine Manufacturing plant?**
- 28. What is the Market Study and Assessment for setting up Grape Wine Manufacturing Business?**
- 29. What is the Plant Layout for setting up Grape Wine Manufacturing Business?**


The background of the slide features a close-up of wine glasses and clusters of grapes. In the upper right, a glass of white wine is visible. In the lower right, a glass of red wine is shown. Green grape leaves and clusters of dark grapes are scattered throughout the scene, creating a sophisticated and elegant atmosphere.

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Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Grape Wine.” provides an insight into Grape Wine market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Grape Wine project. The report assesses the market sizing and growth of the Indian Grape Wine Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Grape Wine sector in India along with its business prospects. Through this report we have identified Grape Wine project as a lucrative investment avenue.

Tags

How to Start a Profitable Grape Wine Production, How Wine is Made, Wine Making Process, Grape Wine Industry, How to Make Wine from Grapes, Wine Making Process, Production of Wine by Fermentation, Grape Wine Industry in India, Grape and Wine Industry, Wine Grape Production, How to Start Winery/Wine Making Business, How to Start Your Own Wine Company, Starting a Wine Business, How to Start a Vineyard, Wine Business, How to Start Your Own Winery Business, Starting Your Own Winery Business, Starting a Small Winery, Winery Startup Costs in India, Small Winery Investment and Operating Costs in India, Wine Manufacturing Plant Project Report, Winery Project Report Business Plan, Project Report on Wine Making, Grape Wine Manufacturing Plant, Projects on Beer and Wine Industry, Winery Project, Grape Wine, Production of Wine in India, Winery Business Plans & Feasibility Studies, Wine Production, Grapes to Wine, Grape and Wine Industry, Grape Wine Manufacturing, How to Start Grape Wine Manufacturing Business, Grape Wine Market Potential, Wine Grape Production, Production of Wine from Grape Fruit, Wine Manufacturing Industry, Grape Wine Manufacture, Wine Industry, Grape Wine Manufacturing project ideas, Projects on Small Scale Industries, Small scale industries projects ideas,

Wine Manufacturing Based Small Scale Industries Projects, Project profile on small scale industries, How to Start Grape Wine Manufacturing Industry in India, Grape Wine Manufacturing Projects, New project profile on Grape Wine Manufacturing industries, Project Report on Grape Wine Manufacturing Industry, Detailed Project Report on Grape Wine Production, Project Report on Wine Production, Pre-Investment Feasibility Study on Grape Wine Production, Techno-Economic feasibility study on Grape Wine Production, Feasibility report on Grape Wine Production, Free Project Profile on Wine Production, Project profile on Grape Wine Manufacturing, Download free project profile on Grape Wine Production, Startup Project for Grape Wine Manufacturing, Project report for bank loan, Project report for bank finance, Project report format for bank loan in excel, Excel Format of Project Report and CMA Data, Project Report Bank Loan Excel

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How to Start Your Own Winery Business

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<https://goo.gl/PWnH2h>

<https://goo.gl/8Mw11a>



The background of the slide features a close-up photograph of wine. In the upper right, a glass of white wine is partially visible. Below it, a glass of red wine is filled with a deep red liquid. To the right of the red wine glass, a bunch of dark purple grapes is shown. In the lower right, a large, vibrant green grape leaf is prominent. The overall scene is set against a plain white background.

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And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
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- **Project Costs and Payback Period**

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,

Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)



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NIIR PROJECT CONSULTANCY SERVICES

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A background image featuring a wine glass filled with white wine at the top, and a wine glass filled with red wine at the bottom right, surrounded by green grape leaves and clusters of dark grapes.

Niir PROJECT CONSULTANCY SERVICES

An ISO 9001:2015 Company



www.entrepreneurindia.co

Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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