

**BIGGER. BOLDER. BETTER.**  
**The only one, ProWine Mumbai****ProWine Mumbai 2025 Raises a Toast to India's Booming Wine & Spirits Scene**

**Mumbai, India (November 2025)** — Glasses clinked, conversations flowed, and global connections were made as **ProWine Mumbai 2025** wrapped up another spectacular edition at the **Jio World Convention Centre**. The two-day international trade fair once again proved why it's the most anticipated event for India's wine, spirits and hospitality professionals.

This year's ProWine Mumbai was bigger and more vibrant than ever — bringing together **213 exhibitors across 21 countries** and a whopping display of **country pavilions from Australia, France, Germany, Ireland, Italy, Japan, Moldova, Switzerland, United Kingdom and United States of America** showcasing everything from bold new Indian labels to global icons of wine and craft spirits. **5,485 trade visitors** — including importers, distributors, retailers, hoteliers, restaurateurs, sommeliers and media — poured in to explore, taste and do business.

**Ajay Kumar Gulati, General Manager - Messe Düsseldorf India** reflects on the success, "The 5<sup>th</sup> edition of ProWine Mumbai has been nothing short of phenomenal, delivering on our promise to host the most exceptional show to date. The scale and the diversity of world-class wines, spirits and zero-proof drinks on showcase, and the infectious energy from every corner of the exhibition floor underscore one clear fact: The Indian wine and spirits market is in a period of explosive growth. This year's success is a testament to the industry's dynamism and a clear indicator of ProWine Mumbai's vital role as the exclusive and definitive platform for business, education and networking in this vibrant landscape. The Panel Discussions and Masterclasses were also met with exceptional demand, with sessions consistently filled to capacity followed by an exciting battle of the bartenders at the ProWine Bartenders' Competition. We are incredibly proud to have provided the perfect stage for the future of the beverage industry in India."

With the show's inauguration ceremony attended by a stellar turnout of 30+ Consul Generals, Trade Commissioners and Ambassadors, ProWine Mumbai asserts its position as a thoughtful and go to show in the country. It reflects the interest in the Indian market for global players and puts a spotlight on the fast growing demand in India.

"India's beverage landscape is changing rapidly, and ProWine Mumbai has become the pulse of that evolution," says **Nikhil Agarwal, Founder & CEO, All Things Nice**. ProWine Mumbai isn't just an exhibition — it's an experience, It's where tradition meets innovation, and where the next big industry stories begin. Every year, we see more energy, more knowledge, and more curiosity — proof that India's wine and spirits story is moving onward and upward."

ProWine Mumbai is organized by **Messe Düsseldorf India** and **All Things Nice**, as part of the internationally acclaimed **ProWein World**.

**Frank Schindler, Director – ProWein** shares his thoughts on the remarkable journey undertaken by ProWine Mumbai in 5 editions, "Through our satellite events not only in Mumbai, but also in Shanghai, Tokyo, São Paulo, Hong Kong and Singapore, we bring our

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international exhibitors directly to some of the world's most dynamic growth markets and committed to promote business and networking in a high-quality B2B environment. All our locations benefit from efficient, professional organization, yet retain their own identity and character. Throughout Asia, and especially in India, we are experiencing incredible momentum and a great desire for new experiences and innovation. India also proves that economic strength can go hand in hand with tolerance and warmth.”

### Highlights that Made Heads Turn

- **Masterclasses That Educated & Entertained:** Packed sessions led by acclaimed sommeliers and experts from around the world covered everything from terroir-driven wines and sustainable viticulture to Irish spirits to sake and craft cocktails.
- **Panel Discussions:** Pulling in industry stalwarts from the biggest wine and spirit companies to iconic restaurant/bar owner and hoteliers chasing controversial discussions on ‘What India is Drinking?’, ‘What’s right and wrong about Wine Programs in India’ and the hot favourite, ‘What’s next in the Cocktail Revolution’.
- **ProWine & ProSpirits Challenge:** With no registration fee for participating brands, the Challenge ensured equal opportunity for all, encouraging healthy competition and fair representation. Participating brands gained invaluable insights into local consumer preferences and consumers have a [ready list](#) of winning wines and spirits to experience.
- **ProWine Bartenders’ Competition:** A crowd favourite, this lively space brought out a dazzling demonstration of the craft. With an equal representation of male and female finalists, and judged by the legends Yangdup Lama and Charlie McCarthy, among others, the ProWine Bartender of the Year 2025 title was won by Deepika Shukla (Japonico, Gurgaon). Deepika now has the golden opportunity to take over The Haflington, Hanoi (#87 Asia’s Best Bars 2025) besides winning a cash prize and a seat at WSET’s training course.
- **ProWine Mumbai Night:** The who’s who of India’s beverage industry gathered to celebrate excellence, innovation and community in true ProWine Mumbai style.
- **New this year: ProWine Zero** – a segment that focused entirely on the rapidly growing zero-proof and low-alcohol category, showcasing sophisticated alternatives for the modern, health-conscious consumer. **ProWine Connect** – An elevated networking experience for exhibitors and trade visitors to connect in advance, explore profiles, schedule meetings and arrive at the show with a well-planned agenda.
- **Industry Support:** ProWine Mumbai once again reinforced its position as *the* definitive platform for the wine and spirits industry in India, with strong backing from media, associations, and key partners. The show was supported by Gold Partners, **ABD Maestro** along with **Casa Vinicola Constanza** returning for the second consecutive year – and **Kilimanjaro & Kiwingu African Craft Gin (Banco Gaskets)** as the Silver Partner. Other key partners included **WSET** and **VEEN** – the Natural Mineral Water Partner for the fifth consecutive year – along with the **Distilled Spirits Council of the United States**, **Mr. Bartender & The Crew**, **JW Marriott Mumbai Juhu**, and **Riedel by Dozo Services**. The **Sommelier Association of India**, **Indian Malt Whisky Association**, and the **Forum of Indian Food Importers** joined as Supporting Associations.

The next edition of **ProWine Mumbai** will return to the **Jio World Convention Centre** on **18 – 19 November 2026**, promising even more innovation, collaboration and celebration.

For more information, please visit [www.prowine.in](http://www.prowine.in)

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## About the Organisers

**Messe Düsseldorf India Pvt. Ltd.** is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organiser and as a provider of trade fair related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like, In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India, ProWine Mumbai and Valve World Expo India. Besides organising successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

**All Things Nice** is reputed for its wine and spirit events and consultancy services that directly engage with consumers and trade. Additionally, All Things Nice is founded by Nikhil Agarwal, India's leading Wine and Spirit Expert, Writer and Judge for international wine and spirits competitions. Nikhil Agarwal also concurrently runs companies involved in the importing and retailing of wine and spirits and is the Campaign Ambassador for The Distilled Spirits Council of the United States in India.

**ProWein:** Over the past 30 years, ProWein – with its more than 90,000 visitors worldwide – has become the most important market place for wines, spirits and craft drinks. Apart from the traditional markets, new and dynamic sales regions are emerging. You can book your "Ticket To The World" for your company's success today in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Mumbai and in Tokyo.

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