

# ‘Indians moving to more complex wines’

**Nikhil Agarwal, Sommelier and CEO, All Things Nice**



Two completely different segments of the Indian wine market are growing simultaneously due to the new wine trends. This assessment is shared by Nikhil Agarwal, Sommelier and CEO, All Things Nice, when asked about the new wine trends. He describes the two different segments as “the one that is new to wine and the other that is getting more and more wine-savvy.”

Then Nikhil delves on the new wine trends, “We are seeing people who have been drinking wine for a few years becoming more discerning and confident in their choices. This audience is moving away from purely fruit-driven and off-dry wines to the wines that show more complexity and that are dry.”

Talking about the wines that are popular among the new drinkers, Nikhil says, “There is a large audience that is just getting initiated with wine and they like fruit-driven wines.”

What is good for the evolving wine culture in India is that “the wine drinking audience is getting younger. Dining and discovery of food has become incredibly popular and therefore wines will piggyback on that phenomenon as well,” says Nikhil enthusiastically.

“The audience is not only limited to tier I cities anymore. Tier II cities are also showing a lot of interest in wine. For example, cities like Nagpur have thriving wine clubs. Women have an

equal role in driving consumption of wine in India in both tier I and tier II cities,” explains Nikhil.

Nikhil believes that the flourishing wine culture has enabled Indian wines to compete effectively with imported wines on the home turf. He shares his take on developments in the wine market, “Indian wines no doubt are gaining incredible momentum. Giant leaps in quality, increasing availability of Indian brands and rising consumer awareness have led to a dramatic increase in the Indian wine sales pan-India. Imported wine sales are also on the rise but not at the pace of Indian wines at the moment.”

To give further push to wine culture, Ravi emphasizes the need for the Indian wine industry “to discover new regions, styles and grape varieties. Easy accessibility, pricing, education, and awareness give people varied choices and therefore the opportunity to discover wines,” says Ravi.

Another important factor for getting the consumer mind space is “the digital presence which makes the consumer aware about a wine brand and awareness brings action. Today you can discover wine without leaving your bed. Preferences and curiosity are being generated at a pace never before seen in India.”

However, Ravi believes that after the discovery of a wine brand whether the consumer “comes back for it, only the quality of the brand will decide it.”