

PRESS RELEASE

Namaste India! – The EU-India free trade agreement opens major opportunities for EU wine companies

Brussels, 27 January 2026 – The European Committee of Wine Companies (CEEV) strongly welcomes today's announcement of the conclusions of the EU-India free trade agreement. This agreement is not only beneficial for the competitiveness of European wines but also reinforces the EU's role as a global leader in promoting stability and open, rules-based trade.

"India, with a population exceeding 1.4 billion and a rapidly expanding middle class, offers significant untapped potential for European wine exports. At a time when the sector is increasingly exposed to geopolitical trade tensions and disruptions in traditional export markets, India represents a strategic alternative that can contribute meaningfully to the diversification, resilience and long-term sustainability of EU wine exports." said Marzia Varvaglione, President of CEEV.

The EU wine sector is the world's leading exporter, with more than €16.6 billion in exports in the last campaign year, however, in the same period, EU wine exports to India reached only €7.7 million! The current wine tariff regime, comprising a 150% ad valorem customs duty, constitutes one of the highest globally and severely restricts market access.

It was therefore of utmost importance that, through a Free Trade Agreement, the EU could obtain a meaningful substantial reduction of Indian import tariffs. And the European Commission delivered: once the agreement enters into force, EU wines and aromatized wine products will see tariffs halved immediately and will reach, within seven years, a final tariff of 30% for wines priced between €2.50 and €10 per bottle, and 20% for wines priced above €10 per bottle.

The deal, that brings clear benefits and pose no downside risks for EU wine producers, will be completed with a separate agreement on Geographical Indications (GIs) to strengthening the protection of our iconic GIs.

"The deal will finally open India to EU wines. Without it, India would remain an anecdotal export destination for our wines, and no one would want to invest in the world's most populous country!" said Ignacio Sánchez Recarte, Secretary General of CEEV. *"It is now up to the EU decision-making bodies to validate and ratify the EU-India agreement as soon as possible,"* he added.

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Note to Editors:

Comité Européen des Entreprises Vins (CEEV) represents the European Union wine, aromatized wine and vinegar companies. It brings together 25 national organisations from 13 EU Member States, plus Switzerland, UK and Ukraine, as well as a consortium of 4 leading European wine companies. The companies represented by CEEV, mainly SMEs, produce and market most quality European wines, both with and without a geographical indication, and account for over 90% of EU wine exports. For more information, please visit www.ceev.eu