FRATELLI
VINEYARDS
POUR MORE INTO LIFE

Date: November 10, 2026

To,
The Listing Compliance Department
BSE Limited
P. J. Tower, Dalal Street
Mumbai – 400001

Scrip Code: 541741

ISIN: INE401Z01019

Subject : INVESTOR AND EARNINGS PRESENTATION

Dear Sir/ Madam,

Pursuant to Regulation 30 read with Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, and in continuation to our letter dated November 03, 2026, please find enclosed Investor & Earnings Presentation of the Fratelli Vineyards Limited [earlier known as Tinna Trade Limited] ("the Company") on the Unaudited Financial Results and operational performance for the quarter and half year ended on September 30, 2026.

The aforesaid presentation shall also be available on Company's website at www.fratelliwines.in.

This is for your information and records.

Thanking You,

Yours Faithfully,
For FRATELLI VINEYARDS LIMITED

MONIKA GUPTA
Digitally signed by MONIKA GUPTA
Date: 2026.11.10 11:44:00 +05'30'

Monika Gupta
Company Secretary
FCS 8015

FRATELLI
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Pour more into Life

Q2 & H1FY27, Investor Presentation
November 2026





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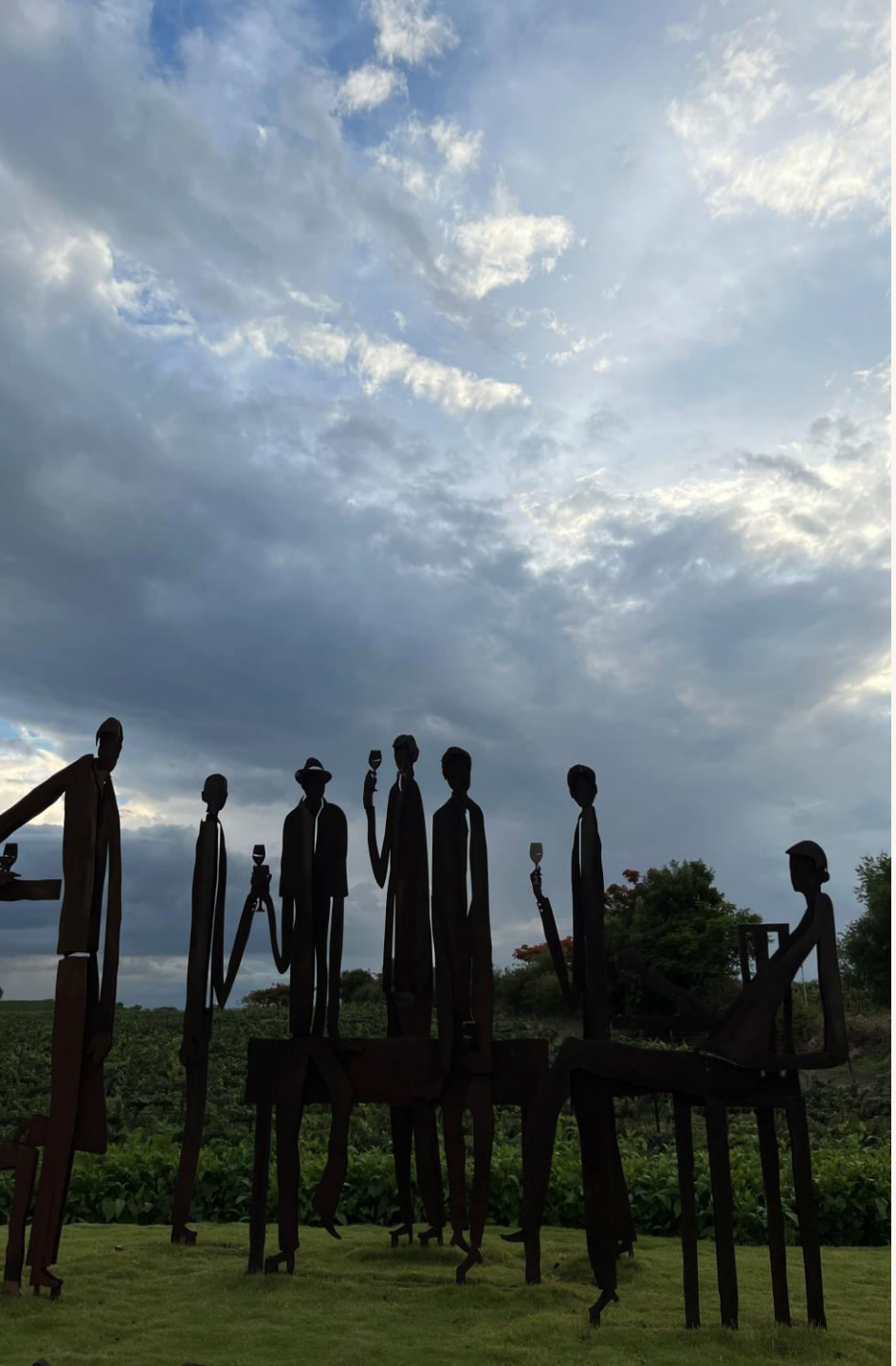
Disclaimer

This presentation includes forward-looking statements regarding the business, financial performance, strategy, and outcomes of Fratelli Vineyards, as well as the industry it operates in. These statements are subject to risks, uncertainties, and assumptions that may cause actual results to differ from those expressed or implied. Factors such as changes in economic, political, regulatory, or market conditions could affect the accuracy of these statements. Fratelli Vineyards, its affiliates, advisors, representatives, subsidiary undertakings, officers, or employees do not guarantee the accuracy of the assumptions underlying these forward-looking statements, nor do they guarantee the future accuracy of the statements or the occurrence of forecasted developments. The company assumes no obligation to publicly amend, modify, or revise any forward-looking statements based on subsequent developments, information, or events. Given these uncertainties, viewers are advised not to place undue reliance on these forward-looking statements.



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01

Q2 & H1FY27 Financial Highlights

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Income Statement*- Q2 & H1FY27

Net Sales : Overall revenue grew 10% YoY in H1 FY27, supported by 4% Revenue growth in the Luxury segment, while RTD revenue more than doubled during the period.

Gross Margins : Gross Profit Margin remained healthy at 78% in H1 FY27, despite changes in product mix

Market & Regulatory Update: Delhi recorded 1% growth in H1 FY27, supported by a strong recovery in Q2 following a subdued Q1 due to changes in excise policy. Changes in UP's excise policy impacted the broader wine industry during H1 FY27. However, Fratelli recorded strong growth across Odisha, Telangana, Kerala, Puducherry and Goa, supporting the overall revenue performance

EBITDA : Operating Profit improved from Rs. -0.8 Cr in H1 FY26 to Rs. 1.4 Cr in H1 FY27, reflecting improved operating leverage

Finance and Depreciation : Finance costs increased due to borrowings undertaken for working capital requirements, while depreciation expenses were higher owing to the commissioning of new assets last year

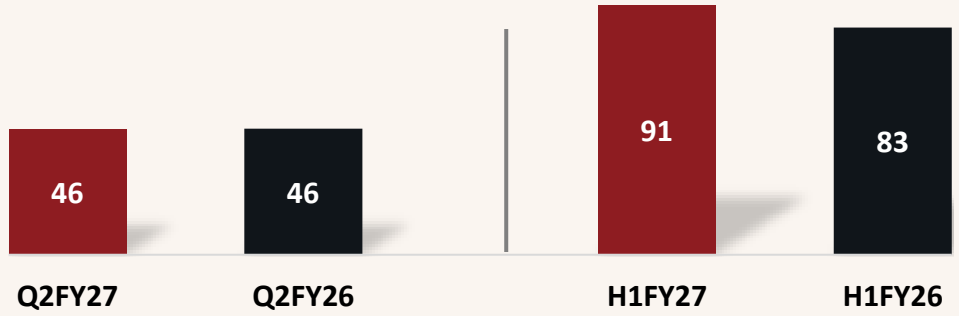
Brand Investments : Continued investments in H1 FY27 were undertaken towards RTD portfolio, rebranding and brand collaborations

In Rs Cr. **	Q2FY27	Q1FY27	Q2FY26	H1FY27	H1FY26
Net revenue from operations	46.0	45.4	46.3	91.4	83.4
COGS	10.6	9.1	9.6	19.7	16.7
Gross Profit	35.4	36.3	36.7	71.7	66.7
Gross Profit Margin	77%	80%	79%	78%	80%
EBITDA	0.25	1.1	1.5	1.4	-0.80
EBITDA Margin	0.54%	2.4%	3.2%	1.5%	-0.84%
Depreciation	2.4	2.4	2.3	4.8	4.6
Finance cost	4.0	3.8	3.4	7.8	6.6
PBT	-6.2	-5.1	-4.2	-11.3	-11.9
Tax	1.6	-1.3	1.1	2.9	3.0
Profit After Tax	-4.6	-3.8	-3.1	-8.4	-8.9

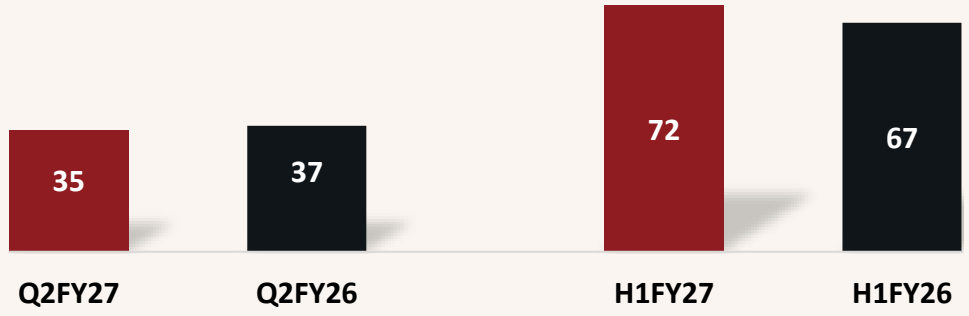
* Standalone Fratelli Wines numbers ; ** Rounded off to nearest decimal

Financial Highlights* - Q2 & H1FY27

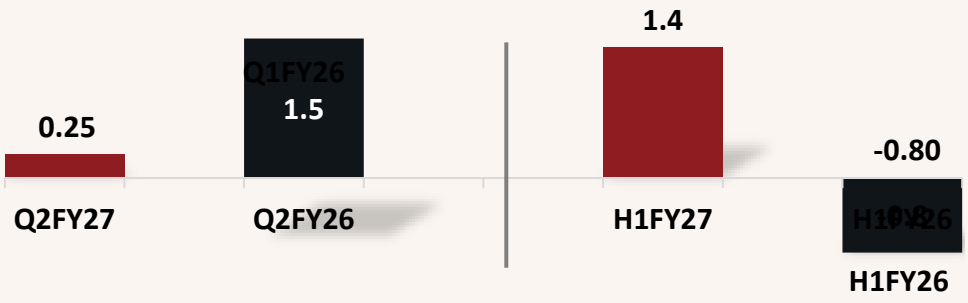
Revenue in Rs Cr.



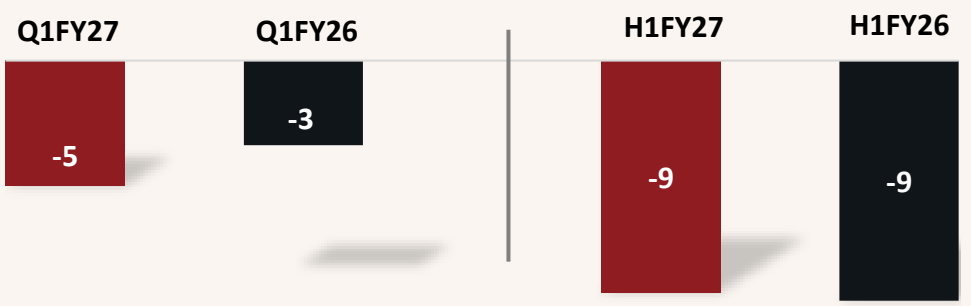
Gross Profit in Rs Cr.



EBITDA in Rs Cr.



PAT in Rs Cr.



* Standalone Fratelli Wines numbers

Key Developments
And Management Focus

Premiumisation : Continued focus on **premiumisation,** with the Luxury segment's Revenue growing **4%** and the **J'noon range delivering 23% revenue growth in H1 FY27**

Supply Chain Efficiencies & Cost Discipline : Enhanced supply chain efficiencies to improve product availability across key markets and strengthen consumer experience. Continued focus on cost optimisation through a shift to localised vendors, who account for >95% of sourcing, and greater use of solar energy

Bottle Portfolio Update: Shiraz Cabernet availability has been extended to 15 states, while Brut is available in 14 states and the Sette 15th MM Edition in 7 states

RTD Portfolio Update : Launched Shotgun in Karnataka which is one of the largest RTD markets in India. Shotgun Jamun was launched in Q2 FY27, with a further rollout planned in Q3 FY27

Exports : Internation footprint continued to expand, with bottle exports reaching 18 countries and Shotgun and Can exports extending to 6 and 8 countries, respectively

CSD Growth: Tilt has reached 26 canteens and, within six months of launch, has become one of the leading RTD brands in CSD

Distribution Expansion : Expanded distribution to **32,000 touchpoints**, with **Shotgun** reaching over **11,000 touchpoints**



Q2 & H1FY27 : Operational and Strategic Highlights



OPERATIONAL

01 BUSINESS PERFORMANCE

Luxury Segment: In H1FY27 the Luxury segment's revenue grew 4%, led by steady performance of the J'noon brand across key markets

Premium Segment: Premium segment revenue fell 11% in H1 FY27.Change in the excise policy in Uttar Pradesh led to an Industry -wide slowdown. Although brands such as Shiraz posted healthy growth

Value Segment: The segment delivered moderate growth of 4% in H1 FY27, supported by healthy performance in South India despite inventory correction across the segment, which is expected to normalise in Q3

Recovery in Key Markets: Delhi and CSD recovered well in Q2 and are back in a high-growth cycles

02 CHANNEL & MARKET EXPANSION

Global presence expanded to **18** countries

Sales of Merlot and Noi Sparkling commenced in CSD from Oct '26 Shotgun will start sales in CSD from Q4FY27

03 OPERATIONS & SUSTAINABILITY

- RTD manufacturing lines have achieved operational efficiency of over 85% in Q2FY27
- Evaluating an additional bottling line to support the growing RTD Segment

~More than 95% of packaging material (PM) is procured from local vendors, and 45% of the energy requirements at the Akluj Winery are met through solar power

STRATEGIC

01 New Product Launches

Shiraz Cabernet

Launched in Apr'26; registered across **15 states as on September 2026**, pan-India expansion underway

Shotgun Jamun

Launched in Q2FY27 to further strengthen the **RTD portfolio Shotgun Flavours now present in 15 States**

02 Market Expansion

International Expansion

Entered **Poland in Q2FY27**, expanding export presence to **18 countries**

03 Other Strategic Initiatives

Plan to enter **two** new domestic markets J&K and TASMAC (TN)

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Our Latest

LAUNCH

SHIRAZ CABERNET

Approachable | Relaxed | Social

A refined blend that brings together the vibrancy of Shiraz with the depth of Cabernet Sauvignon



This varietal is a true expression of balance & approachability

*MRP: INR 1,000 (750 ml), INR 520 (375 ml)**

*Maharashtra MRP

New Sparkling Wine :
Fratelli Brut

- Backs Fratelli's long term **premiumisation strategy**
- Offered at an attractive price point of around **Rs 1,500 MRP**, with best-in-class packaging.
- Targeting iconic and luxury **HoReCa** touchpoints along with Platinum and Gold retail outlets on a pan-India level
- Will enable Fratelli to strengthen presence in the **super premium sparkling category**
- Fratelli Brut expanded its footprint from 4 states to **14 states since launch in November 2025**, strengthening presence across key markets
- Expanded exports to three international markets: **Dubai, Nepal and Japan**



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Fratelli X
MANISH MALHOTRA

01 **A landmark collaboration** between **Fratelli Vineyards** and **Manish Malhotra**, commemorating **15 years of SETTE** through a limited-edition collector's bottle

02 **Manish Malhotra's signature motif**, inspired by Indian heritage, reimagined on the bottle to bring together luxury design and fine wine

03 **The final vintage from the original SETTE vines**, crafted as a tribute piece for collectors, marking a defining chapter in the brand's journey

04 Offered at a price point of around **Rs 3,500**

05 **Sette 15th Years Anniversary Limited** edition is currently available across **7 states** since its launch in January 2026

06 The limited-edition **15th anniversary** Sette collection, launched in collaboration with Manish Malhotra, further strengthened Sette's positioning as one of India's most beloved luxury wine brands



Expanding the Shotgun Portfolio

FRATELLI VINEYARDS

LAUNCHED IN Q2FY27



JAMUN

EXISTING

Shotgun RTD A new vertical aimed at capturing the growing RTD market, leveraging Fratelli's established presence across existing and emerging market



BERRY BLAST | MANGO BLAST | PATIALA | STRONG

EXPAND MARKET

Increasing our base of touch points by entering into new focused markets

DEEPEN PRESENCE

Strengthening footprint in Tier 2 and Tier 3 cities

BROADER CONSUMER REACH

RTD serves a broader target audience and helps Fratelli tap into the younger consumer segment early

Tapping into the
Growing RTD Space

*Wine RTD Industry grew the fastest among major alcobev categories, recording **~25% growth** in FY26*

01 **Introduced in February 2025,** Shotgun continues to deliver strong market traction

02 Strong consumer adoption with **nearly 1 Lac cases** sold in H1FY27

03 Aligns with India's fastest growing category , which is growing at 30% YoY

04 Shotgun captured **~7%*** market share as on 30th September 2026 . On track to double sale by FY27

05 Expanded footprint to **22** states. **Shotgun Flavours** launched in **15 States**, accounting for approximately 47% of total H1 Shotgun sales .Currently Shotgun has presence across **~11000 +** WOD touchpoints

06 Strengthening presence across **Tier 2 and Tier 3 cities. Targeting** launches in 3-4 additional states in H2FY27 including Telangana, J&K, TASMAC & CSD



*based on data available for the states where Fratelli's RTD is present

Winning in
Luxury and Premium Segment

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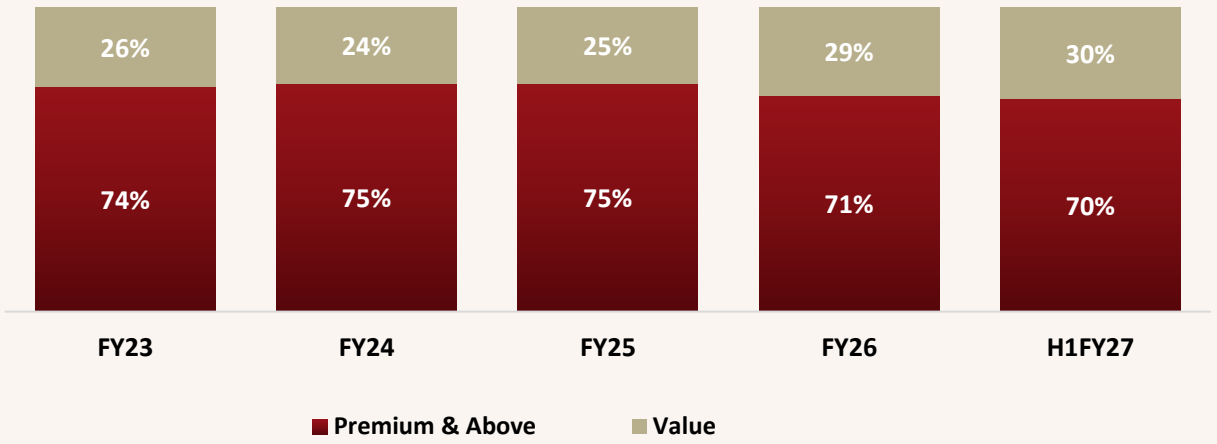
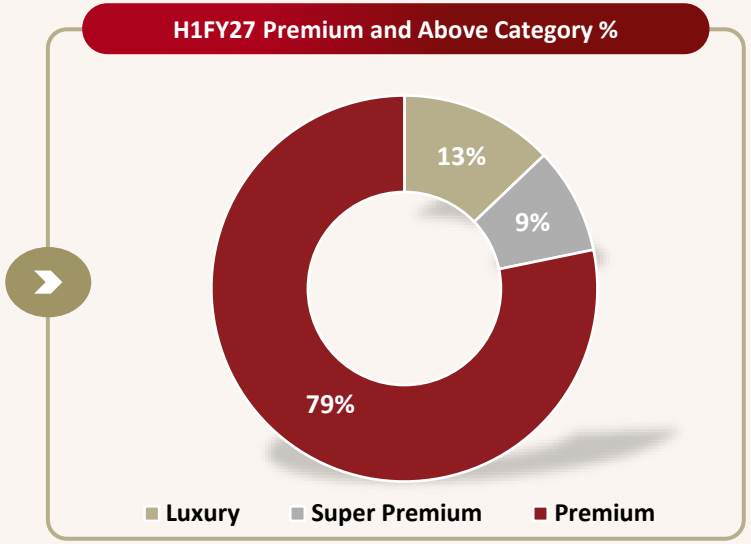
BOTTLES



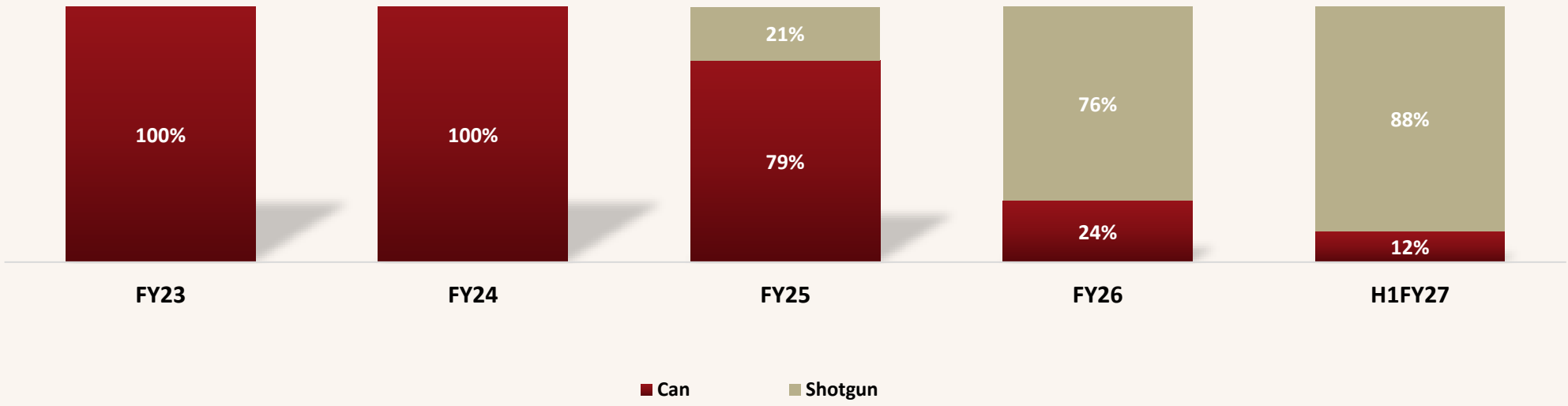


26	~70%	18	71%	25%	4%
Labels	Premium & Above Category	Countries Exported	Red Wine	White + Sparkling Wine	Rose

Fratelli is the **Market Leader** in the Luxury Category with J'NOON & Sette

Fast-Growing RTD Segment

RTD

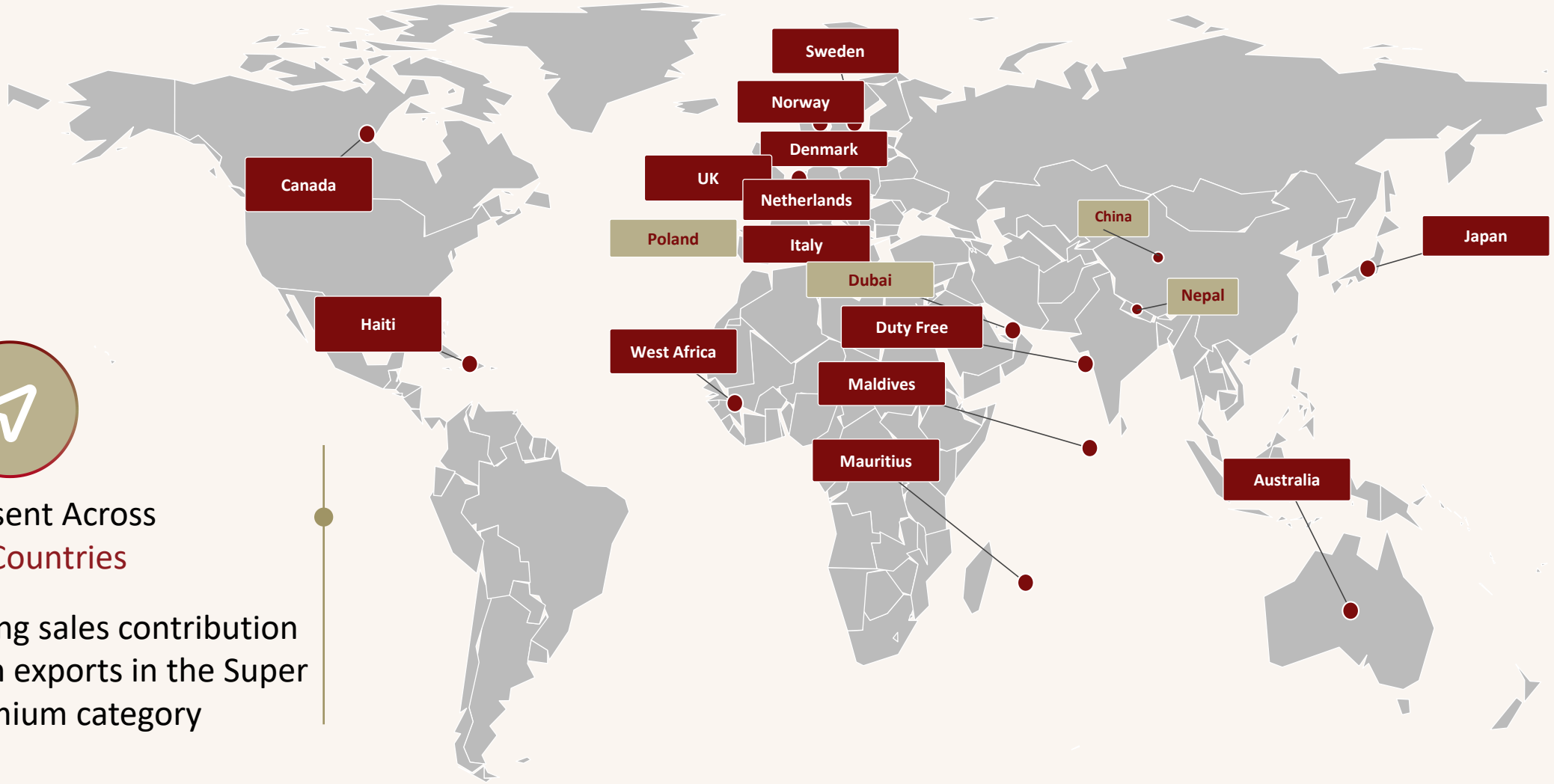


10	>80%	10	5	5
Labels	Shotgun	Countries Exported	Exciting Flavours in Tilt (CAN)	Exciting Flavours In Shotgun

The 15%* Shotgun segment has outpaced the can segment, driven by a larger consumer base and wider distribution reach

*ABV

Expanding Presence - Across Key Markets



Present Across
18 Countries

Strong sales contribution from exports in the Super Premium category

New Markets Entered in H1

Continue
Winning Global Accolades

01

6 Gold and Grand Gold Awards

02

First Indian wine to win a **Double Gold in Gilbert and Gaillard**

03

40+ International and National Awards won in FY25-26

04

15# Awards Won across 3 Competitions

05

Over 260# International and national awards





* As on FY26 ; # As on H1FY27

A Proud Moment

For Indian Wine

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*First Indian winery to win **five Silver medals with 90+ points** at the Decanter World Wine Awards.*

First Indian winery past 90 points · **92 pts — best Indian red wine** · **8 medals: 5 Silver + 3 Bronze**

Best Indian Red Wine



J'NOON Red	J'NOON White	SETTE	SETTE 15	Master Selection White	Master Selection Rosé	Fratelli Chardonnay	Fratelli Pinot Noir
92	90	91	90	90	87	87	87
SILVER	SILVER	SILVER	SILVER	SILVER	BRONZE	BRONZE	BRONZE

Fratelli Wins

At Spiritz Award

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Fratelli Wines won 10 medals at this year's Spiritz Awards, including four prestigious Grand Gold distinctions, recognising its excellence in winemaking



J'NOON Red



J'NOON White



SETTE



Fratelli Chardonnay



Sangiovese



Master Selection Late Harvest



Cabernet Sauvignon



Master Selection White



Master Selection Rosé



Shiraz Cabernet



99.64%



99.18%



99.21%



99.03%



97.63%



96.86%



94.57%



92.36%



86.06%



85.98%

Events - PAN India Overview

	Fratelli Events	
~23 **Events** Across 10 cities	**~2.1 K** Trials	**~1.6 K** Brand Impressions
~7 **Events** Across 7 cities	**Shotgun Events** **~3.2 K** Trials	**~1.8 K** Brand Impressions

Key Initiatives- For Q2 FY27

- **Supper clubs:** Collaborated with 5 supper clubs; Executed 7 events across multiple cities
- **Master of Craft:** A Digital IP celebrating masters of craft through curated stories and at-home experiences, positioning Master Selection as the mark of mastery across key cities
- **Fratelli's Wine Circle :** Fratelli hosted its first Wine Circle, an evening for sommeliers to taste, blend and connect
- **Key Opinion Leader :** A curated vineyard experience that brings key opinion leaders to Fratelli's source, where the wines are made
- **Shotsfired-Offline Activations:** Shotsfired is an offline IP that brings India's hip-hop artists and Shotgun together for high-energy club nights across the country
- **Digital Snapshot:** 27.6M impressions; 7.6M reach; 19.8K profile visits



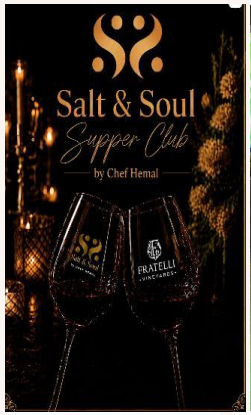
Shiraz Cabernet : Social Proofing







Shotgun Offline Activation



Chef Hemal Supper club- Mumbai



Fratelli's Wine Circle



Key Opinion Leader





Master of Craft

Events conducted from July'26-September '26

Vision 2030 :
Targeting ₹500+ crore revenue with 20% + margin



01 Revenue Growth Target

Expected Revenue Growth

20%+ CAGR

02 EBITDA Margin

EBITDA Margin Target

FY30 : 20%+

03 Hospitality

Hospitality project is currently in the planning stage, with an estimated investment of

Rs 70 - 80 crore

04 Growth Drivers

- Focus on premiumization
- Shotgun (RTD format) introduced recently; gaining traction
- Increase in touch points and foray into new markets
- Hospitality venture



02

An Overview of India’s Leading Winemaker

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Raising a glass to the journey so far -
built brick by brick, over the last 19 years…

2007

Fratelli's inception was the vision of **Kapil Sekhri**



240 acres of vineyard setup at Akluj, Maharashtra

2009



Setup of winery at **Motewadi**, Maharashtra

2010



Launch of **Fratelli's first varietal wines**
- **Cabernet Sauvignon**
- **Sauvignon Blanc**
- **Chenin Blanc**

2011



Sette – India's **#1 luxury wine** was launched.
Launch of **India's First Chardonnay & Sangiovese**

2014



Launch of India's first and only **Zero Dosage** Sparkling Grand Cuvee Brut

2016



Launch of **M/S range** – crafted by wine maestros, Piero Masi and Steven Spurrier

2017



Launch of **Noi Sparkling**

2018



Launch of **J'NOON** in collaboration with Jean Charles Boisset

2019



Reached overall capacity of **2.65 Mn Litres**

2020



Launch of **TiLT** – Wine in a can
Noi spritzer – India's first spritzer in a can

2022



Launch of **Noi Rose Sparkling**

2023



Added **100 acres** under active farming in **Jambhali, Maharashtra**

Added additional capacity of **1Mn Litres**

2024

Got Listed via share swap; rebranded as Fratelli Vineyards.

Partnered with Blue Tokai for collaborations

2025

Winery capacity **expanded to 5.4 Mn Litres**



Launch of RTD, **'Shotgun'**

Launch of **Pinot Noir**

Launched 15th Year Anniversary **Limited Edition of Sette**

Launched **Fratelli Brut**

Launched **3 flavours in Shotgun**

2026



2027



Launched **Shiraz Cabernet & Shorgun Jamun**



Our Focus :
Building Moats

Imported 12 grape varietals from the best regions of France & Italy

These varietals were then grafted on **Indian root stock** to develop indigenous clones

Excellence in viticulture and terroir to create exceptional wines

These are completely suited to Indian climatic & soil conditions to give superior quality wines

Can be used to produce exquisite wines that cannot be replicated over the next several years

Commanding 1/3rd market share in a market where entry barrier of time is a very strong moat

01	02	03	04	05	06
230 acres under active farming	**~600 acres** supported by long term contract farmers	**12 varietals** imported from France & Italy	**>15 years** of agronomical experience	Virgin, high minerality soil allows concentrated taste & flavour	**13-30˚c** temperature perfect for cultivation of grapes

Fratelli's collection of proprietary clones helps produce a unique portfolio of wines

- **Chardonnay**
- **Cabernet Sauvignon**
- **Chenin Blanc**
- **Shiraz**
- **Müller Thurgau**
- **Gewürztraminer**
- **Cabernet Franc**
- **Mercelan**
- **Petit Verdot**
- **Merlot**
- **Sangiovese Grosso**
- **Sauvignon Blanc**

Vast lead in size of business over the next in line. Positioned to **scale up significantly, backed by unique business approach**

Financial Trajectory :
Investing For The Future

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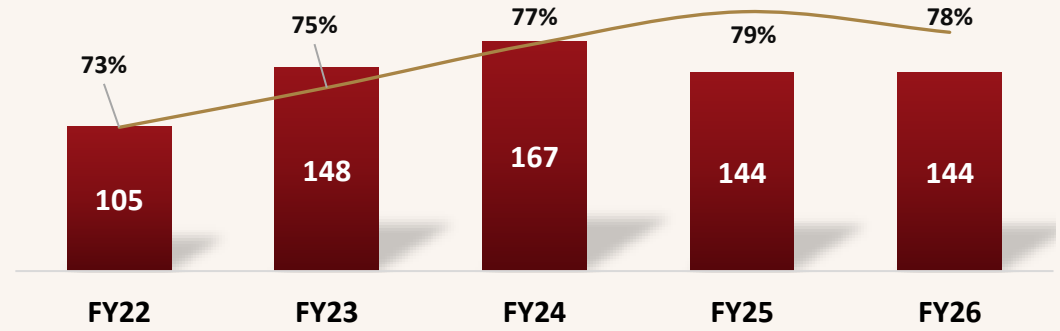
Revenue in Rs Cr.



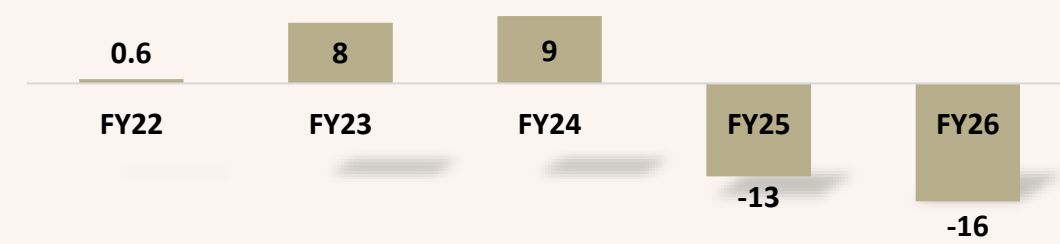
Gross Profit in Rs Cr. & Gross Profit Margin %



EBITDA in Rs Cr.



PAT in Rs Cr.



Consistent Improvement in Gross Margin ; Streamlining supply chain; EBITDA margin improved in FY26
The company will continue to launch new products and invest in brand building



03

Strategic Priorities & Outlook

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Drivers Of
Consumption Trends In India*

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Urbanization & Population Growth

Urban population to increase by **~100 million,** raising urbanization from **35% to 40%**

Rising affluence

Growing middle - class fuels demand for premium products like wine and high-end spirits, with fine wine sales **at 22.8% CAGR**

Rural take off

Rural per capita consumption to rise **4.3x**, outpacing urban growth at **3.5x**

Alcohol consumption trends in Tier 2 & beyond

Tier 2 cities (e.g., Kochi, Indore) seeing notable growth. Improved retail experiences can further boost market potential

Youth demographics

Workforce-aged population **(15-59) to reach 950 million,** boosting economic activity



*Industry Data

Geared For Progress

FRATELLI VINEYARDS

Robust operating model

01 Family driven and professionally managed, vineyard to bottling operation

02 Successfully adapted finest grape varietals to Indian terroir

03 Portfolio of award winning luxury & premium wines

Exercising levers to sustain growth momentum

01 Expanding business through enhanced capacities and distribution

02 Strengthening wine portfolio with premium brands/via premier partnerships

03 Enhancing category accessibility via Wine-in-a-Can & Shotgun

Laying the foundation for the next tier of performance

01 Grow vineyard tourism business through hospitality offering / partnerships

02 Increased winery capacity to meet production demand for a 3- 4 year horizon

03 Enhancing penetration in Tier II & III towns by augmenting distribution and marketing initiatives





04

Annexure

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Luxury Range

FRATELLI VINEYARDS









Flagship Wines

Global Awards

01 **J'NOON** - A luxury wine crafted in collaboration with Jean-Charles Boisset, marking Fratelli as the only Indian winery with such prestigious international partnerships

02 **Sette /Sette 15th Anniversary Edition -** Fratelli's flagship barrel-aged wine, and India's first luxury wine brand, created with meticulous cellar craftsmanship

03 **Award - Winning Craftsmanship** - Both J'NOON and Sette have earned Gold and Double Gold at international competitions, reinforcing Fratelli's quality and commitment to excellence

Super Premium Range



Fratelli Brut



Master selection Rosé



Master selection Red



Master selection White



Master selection Late Harvest

01

Master Selection

Inspired by the Hariyal, Maharashtra's state bird, these blends are curated by international experts to express Fratelli's refined winemaking style

02

Approachable Blends

Crafted for enthusiasts and experts alike, offering nuanced complexity with broad appeal

03

Fratelli Brut

Inspired by the night sky of Akluj, Fratelli Brut is the flagship sparkling wine of our portfolio, meticulously crafted using the Champagne méthode traditionnelle

Premium Range



Cabernet Franc Shiraz | Shiraz | Sangiovese | Pinot Noir | Merlot | Cabernet Sauvignon | Shiraz Cabernet



Chenin Blanc | Chardonnay | Sangiovese Bianco | Sauvignon Blanc | Shiraz Rosé

01

Premium Grape Selection

Unique single varietals made from the finest French and Italian grape varieties

02

Diverse Offerings

A portfolio of 12 wines across red, white, and rosé categories

03

Founders' Tribute

Label inspired by Fratelli's seven brothers

04

Modern Relevance

Renovated in 2021 to stay relevant to changing audience preferences

Premium RANGE



Noi



noi Rosé



Classic Shiraz



Classic Merlot



Classic Chenin

01

Noi Sparkling Wine

A fruity, vibrant, and bubbly sparkling wine, specially crafted to suit the Indian palate

02

Classic Range

Fratelli's entry-level wines, offering a seamless introduction to the world of wine

03

Everyday Enjoyment

Easy to drink, making it perfect for everyday consumption

Value RANGE

FRATELLI VINEYARDS



Ziva Range



Mosso Peach Wine



Kyra Reserve



Sidus Port



F7 Port Wine

01

Pocket-Friendly Wines

Establishing a unique category presence in various markets with affordable offerings

02

Ziva Range

A full selection of red, white, and rosé wines catering to diverse tastes

03

Market Penetration

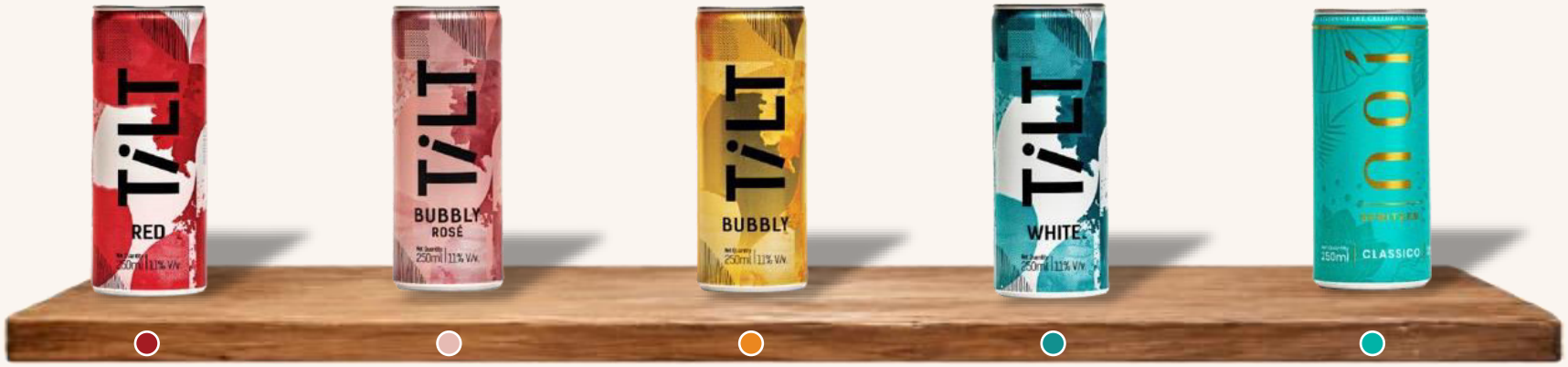
Strong presence in interior and Tier 2 markets, expanding reach

04

Mosso

A peach wine, specifically launched to cater to distinct geographic preferences

Wine
In A Can



TiLT Red | TiLT Bubbly Rosé | TiLT Bubbly | TiLt White | Noi Spritzer Classico

CANS

01 **Market Leader in Wine-in-a-Can** - Pioneering the wine-in-a-can segment in India

02 **Vegan & Gluten-Free** - India's only certified vegan and gluten-free wine

03 **Award-Winning** - Recognized at the International Canned Wine Championship for its quality and innovation

04 **CSD Listing** - First company to launch Wine-in-a-Can through CSD

RTD - Shotgun



Shotgun Strong



Shotgun Berry Blast



Shotgun Mango Blast



Shotgun Patiala



Shotgun Jamun

Shotgun

01 **Targeting Early Drinkers** – Expanding the wine category by appealing to new, younger consumers

02 **Successful Launch** – Progressing toward achieving 200K cases in FY27

03 **Deeper Penetration** – Enabling Fratelli to gain new customers into Tier 2 & Tier 3 cities

04 **Portfolio Expansion** – Currently offering in 5 exciting flavours

Strong Board



Gaurav Sekhri

Chairman and Managing Director

Educated in London, and with over 3 decades of experience, he started his career in 1992 with Tinna Group of companies, promoted by the Sekhri family. He was actively involved in the group's International trading business. Over his career, he has been involved in executive roles in various joint ventures and managing multi-faceted businesses. He has been a part of the board of Fratelli from its inception. He is an active member of YPO since 2012. Also, served the YPO Delhi Chapter Board from 2016 till 2020 as the Chapter Chair.



Aditya Brij Sekhri

Director

Graduated from George Washington University, where he completed his Bachelors in Business Administration, with a Concentration in Marketing and a Minor in International Affairs. Has recent experience in Management Consulting as an analyst at KPMG India.



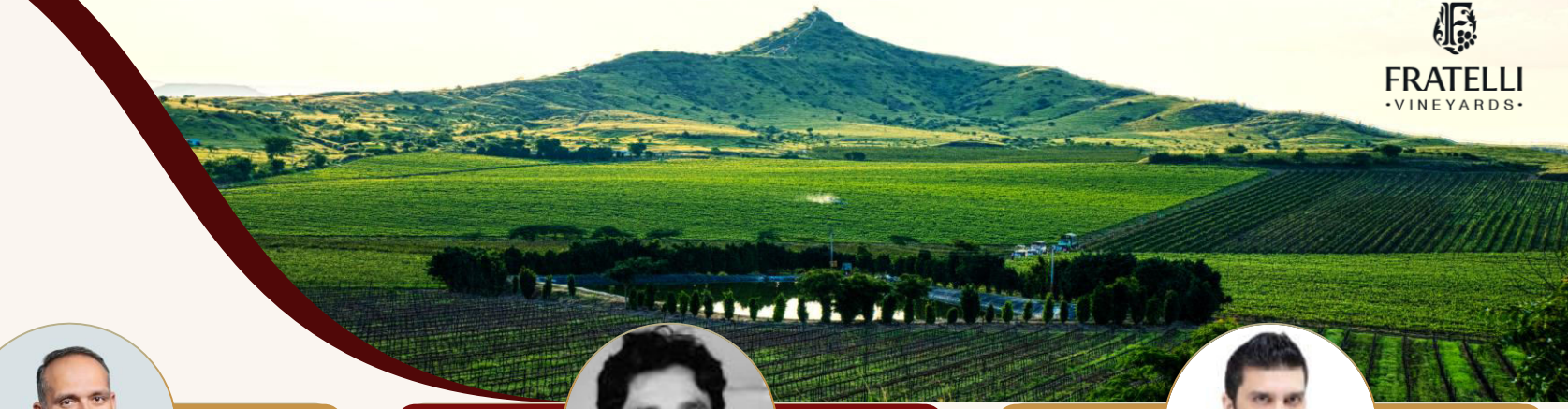
Puja Sekhri

Director

Key driver for formulation of marketing strategies to promote Fratelli as a leading brand in the premium wine category. Focused on driving revenue growth, building brand awareness and strategic tie-ups for strengthening the brand positioning. Keen oversight on front-end functions for aligning marketing efforts with business goals and objectives.



Strong Board





Sanjay Kumar Jain,
Independent Director

A Commerce graduate from Shri Ram College of Commerce, University of Delhi, and a qualified Chartered Accountant (1990), he brings over **35 years** of experience across *strategic advisory, research, M&A, fund raising, business development, corporate finance, and investor relations*. He has been closely associated with alcohol sector companies and brings valuable board-level experience.



Nakul Nitin Zaveri,
Independent Director

Nakul Nitin Zaveri is a Partner at LeapFrog Investments, co-leading the firm's climate investment strategy to enable sustainable pathways for emerging markets. With over **20 years** of experience in *entrepreneurial, operational, and investment roles, he specializes in driving impactful investments across renewables, climate tech, and efficiency-focused value chains.* An Oxford MBA graduate, Nakul is committed to fostering growth in sustainable technologies and aligning climate initiatives with consumer priorities.



Mr. Avinash Gautam Thadani ,
Independent Director

A branding and marketing professional with extensive experience in brand strategy, creative communications and business development. Having worked with global agencies such as Ogilvy & Mather and Saatchi & Saatchi in New York, he returned to India in 2011 to **co-found Please See//,** which has since grown to a 200+ member team serving over 1,000 brands. He holds a BBA from the University of Wisconsin–Green Bay, USA



Rahul Narang,
Independent Director

Graduate of Babson College in Entrepreneurship and a participant in Harvard Business School's Owners President Management Program, has led The Narang Group to become a leading premium food & beverage company in India. **The group founded in 1999,** *initially launched Red Bull in the country and has since introduced top brands like Evian, Perrier, and Lindt. The Narang Group now owns Ocean Beverages, the top brand in the fruit water and premium mixer segment, and Qua, the leading premium natural mineral water in India.*

Principles In Practice

KEY INITIATIVES AND IMPACT

01

Empowering Local Communities :

Over 300 rural families employed through vineyard development. More than 700 individuals from these families are now part of the Fratelli workforce

02

Sustainable Resource Management :

Strong focus on water security and comprehensive waste management systems. Access to safe drinking water provided to over 2,000 villagers in Garwad through a water ATM

03

Strengthening Farmer Partnerships :

Deep-rooted engagement with farmers as part of a fully integrated value chain

04

Reducing Logistics Footprint :

>95% of packaging materials sourced domestically

05

Ethical Brand Building :

Committed to developing globally competitive brands with a responsible marketing approach



Beyond The Vineyard :
Social Impact

01

Adopted **Zilha Parishad School in Shipaiwadi,** near the **Akluj** winery

Reinforcing long-term commitment to local education and community welfare





02

Installed a **'Water ATM'** in **Garwad** village

Providing safe and clean drinking water to the local population

Solar Energy Adoption





Installed

520 kW

SOLAR CAPACITY



of electricity consumption for **Akluj winery** will be met through renewable solar power

Images are for Representational Purpose ,only not actual site images



05

An Overview of Industry Dynamics

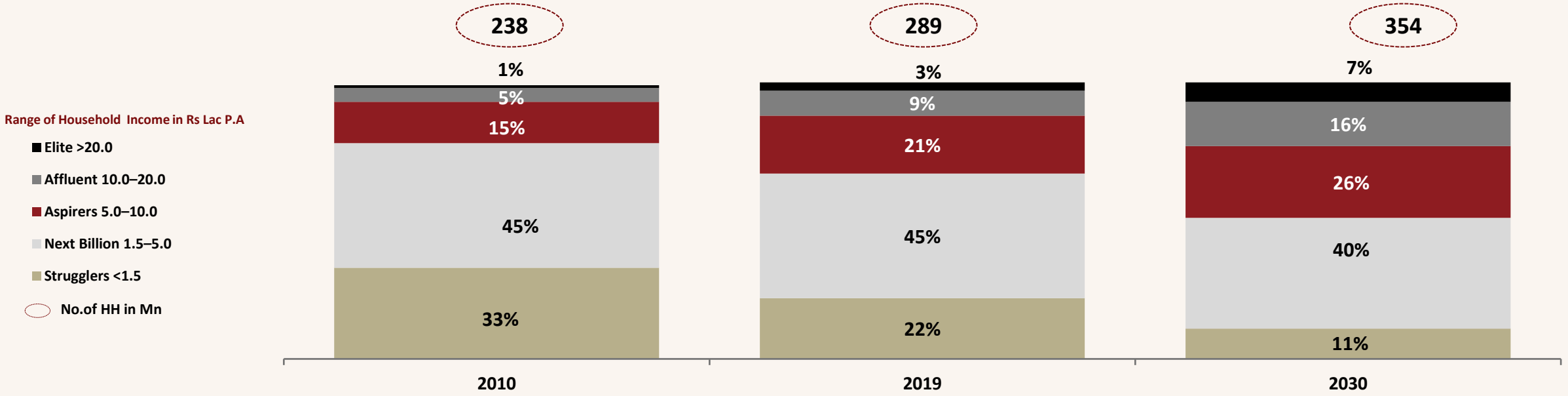
FRATELLI
•VINEYARDS•

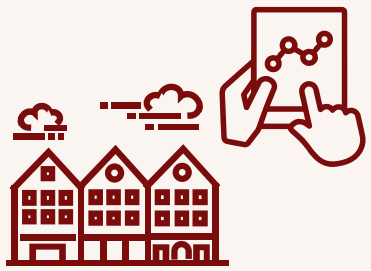
India’s Household Income Mix is Shifting Upward

Structural shift toward affluent and aspirational income cohorts

FRATELLI VINEYARDS

% of Households in different income brackets





01 Affluent + Elite households to reach 23% by 2030

02 Aspirers emerging as a key premium consumption cohort

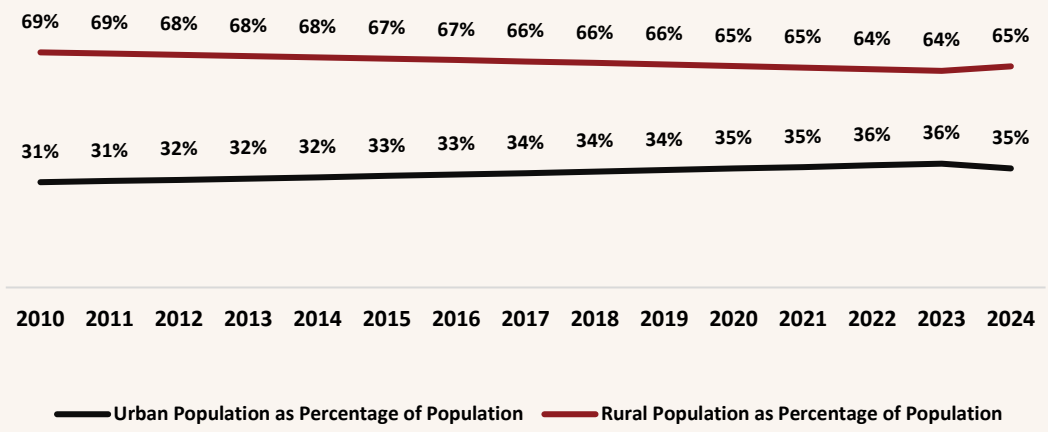
03 Struggler households expected to halve by 2030

India's evolving income mix with a growing affluent and aspirational consumer base provides a strong tailwind for premium and luxury wine consumption

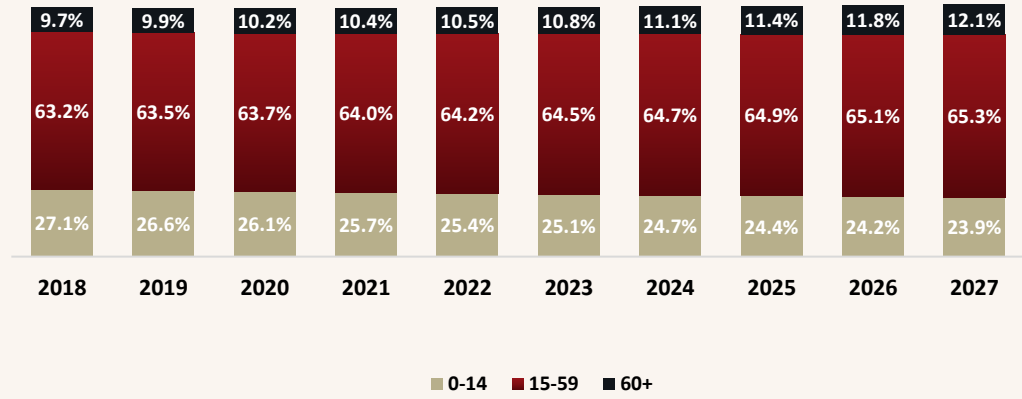
Untapped Wine Opportunity,
Driven by Favourable Economic Trends

FRATELLI VINEYARDS

01 Urban Population on an Upward Trajectory [1]



02 Rising Share of Young, Aspirational Consumers



01

Urban Surge & Premiumization :
Urban population to rise by ~100M; fine wine sales growing at **22.8% CAGR**

02

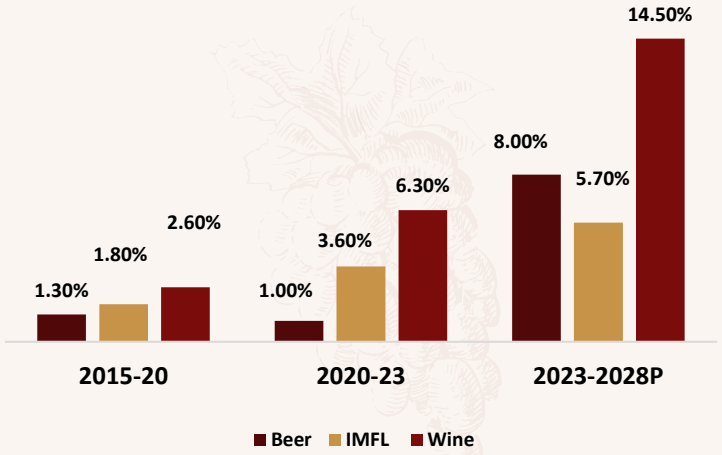
Rural & Tier 2 Acceleration :
Rural per capita alcohol consumption to rise 4.3x vs 3.5x in urban; Tier 2 cities like **Kochi & Indore** gaining traction

1.World Bank ; 2.Industry Data

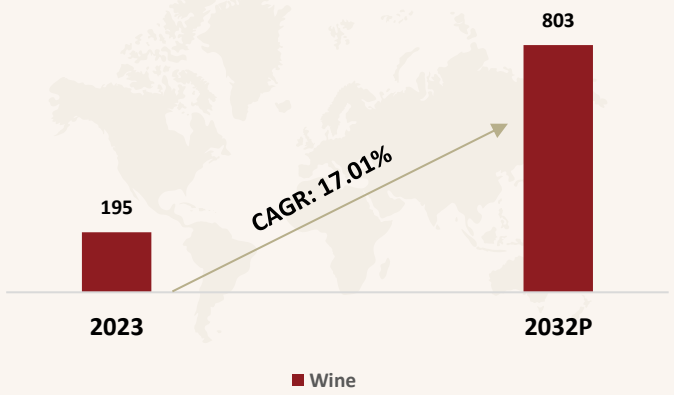
India's
Untapped Wine Potential

FRATELLI VINEYARDS

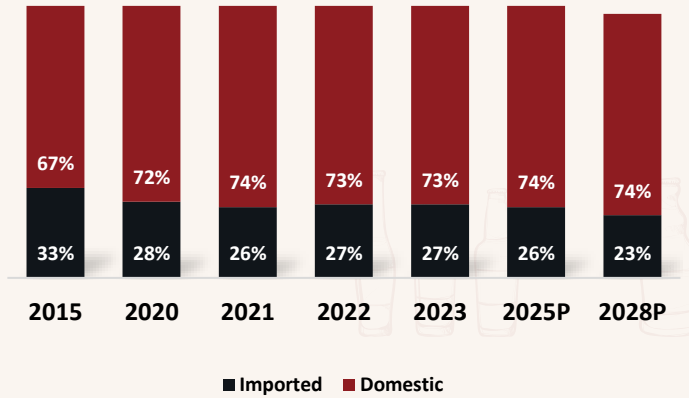
01 Consumption Volume CAGR[1] (%)



02 Wine Industry Growth [2] (USD Mn)



03 Domestic Wine Share[1] (%)



Wine accounts for less than 1% of **India's alcohol** market

Wine consumption is expected to grow **steadily** in the coming years

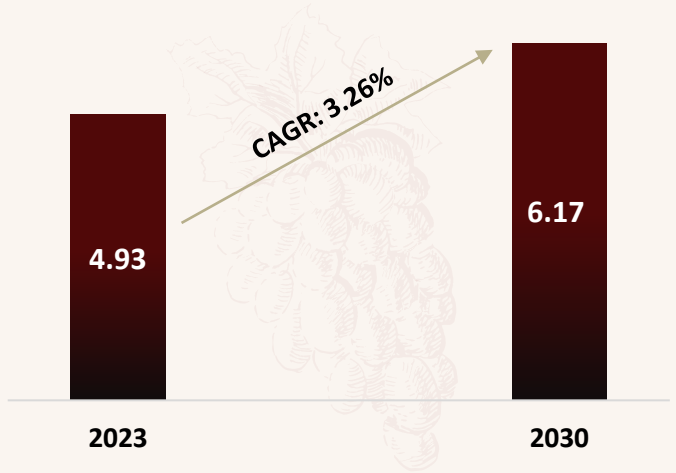
Domestic wine producers are **poised** to capture the **majority** share of this growth

1. Industry Report
2. Market Research

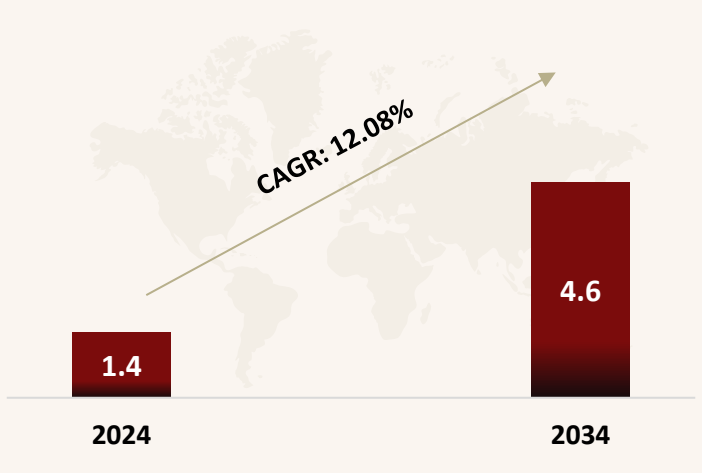
Unlocking Growth in
Underpenetrated Wine Segment

FRATELLI VINEYARDS

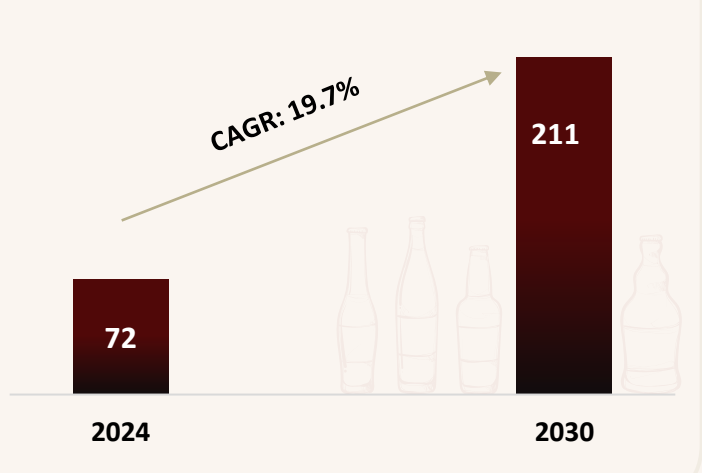
01 Indian Luxury Wine & Spirit Market[1] (USD Bn)



02 Global Canned Wine Market[2] (USD Bn)



03 Indian RTD Market[3] (USD Mn)



01

Sustainable & Organic Preferences:
Rising demand for organic, responsibly produced wines is shaping premium consumer choices

02

Canned Wines Gaining Traction:
Strong appeal among younger consumers and Gen Z, aligning with convenience and on-the-go lifestyles

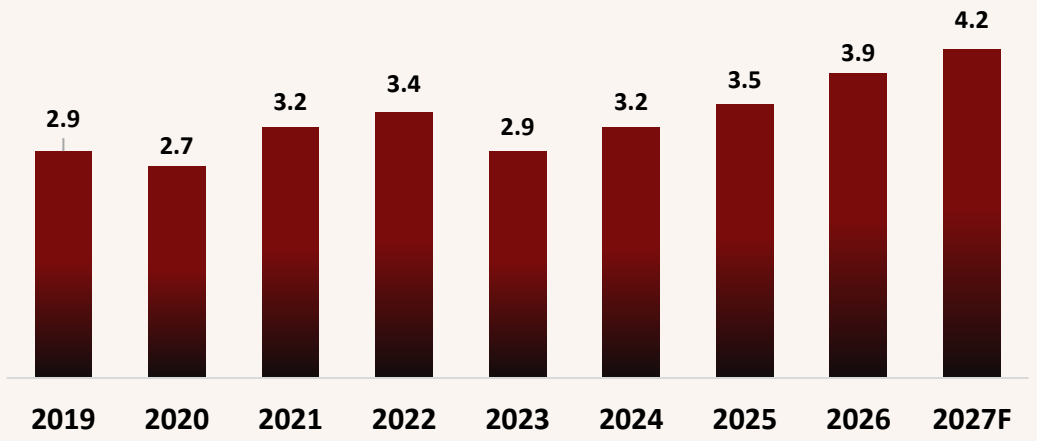
03

RTDs Driving Category Expansion:
Attracting novice and casual drinkers, enabling wider adoption and increasing category penetration

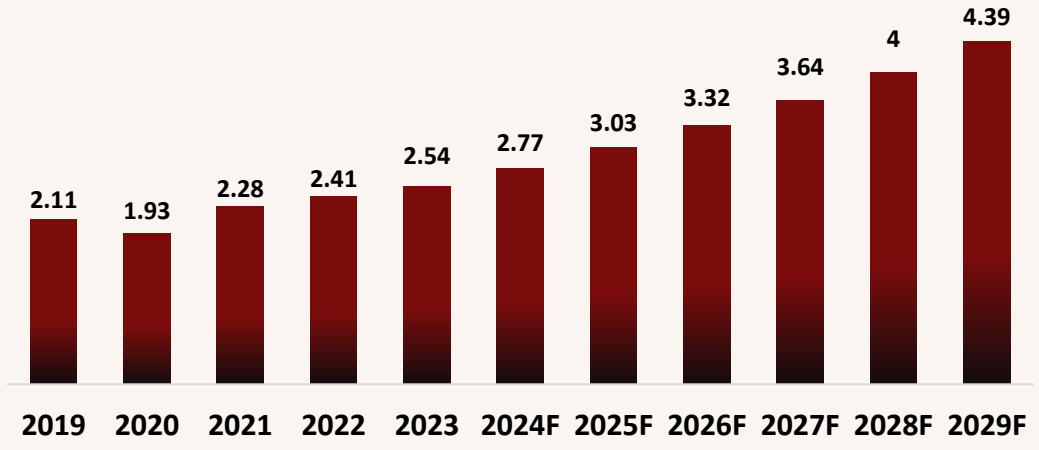
1. Market Research Report [1,2,3]

Expanding Middle Class
Powering Premiumization

Growing Disposable Income (In Tn USD)



India's Per Capita Disposable Income USD Thousand



01

Young Workforce Advantage:
650M people aged 25-59 to drive sustained demand and economic activity

02

Rising Incomes & Aspirations:
Expanding middle class with higher disposable income driving demand for premium alcohol choices



1. Industry Data

Thank you

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