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India will cut tariffs on New Zealand wine from 150% to as low as 25% under a trade pact

New Zealand’s high commissioner said the reductions would unfold over a decade, lowering a major barrier to the Indian market

Thursday, November 19, 2026



Wine tariffs on New Zealand imports into India will be reduced from 150% to either 25% or 50% over a 10-year period under the India-New Zealand Free Trade Agreement, New Zealand High Commissioner to India Patrick John Rata said on Wednesday, November

18, in Mumbai.

Rata made the remarks on the sidelines of ProWine Mumbai 2026, where he said 20 New Zealand companies had come to India to assess business opportunities and build ties with Indian importers, retailers, wholesalers and the hospitality industry. He said the trade agreement would make the Indian market more attractive for New Zealand companies by creating tariff concessions and broader commercial openings.

According to Rata, the biggest immediate interest for many of those companies is wine. He said the current 150% tariff on wine entering India from New Zealand would be reduced gradually over a decade and would end at either 25% or 50%. He did not provide details on which products would fall into each of those final tariff levels or how the reductions would be phased in across the 10 years.

The change, if implemented on the terms described by Rata, would mark a significant shift in access to the Indian market for New Zealand wine producers. India’s existing import duty has been a major cost barrier for overseas wine, and a lower tariff could give New Zealand labels more room to expand distribution and pricing options. For the beverage industry, that could improve access for New Zealand wine in India and potentially reshape competition among foreign suppliers, importers and local distributors serving restaurants, hotels and retail channels.

Rata said the agreement was broader than wine and would also create export opportunities for New Zealand products such as sheep meat, kiwi fruit and honey. At the same time, he described the deal as a balanced and ambitious outcome that would also deliver benefits for Indian exporters selling into New Zealand.

His comments reflected an effort by New Zealand officials and companies to position themselves early in what they see as a market with room to grow. Rata said wine still represents only a small share of overall alcohol consumption in India, but he indicated that New Zealand wants to be part of any long-term expansion in Indian wine demand as consumers become more familiar with the category.

That growth outlook helps explain the strong New Zealand presence at ProWine Mumbai. Rata said the companies attending were not only presenting their products but also trying to understand how the Indian market works, including how to connect with trade partners and how to place their wines with buyers across the distribution chain.

The comments also suggest that the trade agreement could have effects beyond direct export volumes. A lower tariff environment may encourage more brand-building, marketing and portfolio expansion by New Zealand wineries in India, especially in segments where imported wines compete for shelf space and placements on restaurant and hotel wine lists. Any such shift would unfold gradually, given the 10-year transition period Rata described and the still-limited size of India’s wine market relative to the broader alcohol sector.

Rata framed the agreement as a commercial opening rather than a one-sided gain. While he focused on what New Zealand businesses could do with lower barriers, he also said Indian exporters would have compelling opportunities under the same pact, underscoring the bilateral nature of the trade deal he said had been concluded.