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Grover Zampa Expands Production, Opens Nashik Winery Early 2025

Company aims to welcome guests by mid-January; considers adding a resort within three years

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Grover Zampa Vineyards is set to open its Nashik winery to visitors early next year. The company will significantly expand its production capacity in the region, increasing from 500,000 liters to 1.25 million liters over the next 18 months, according to Chief Operating Officer Sumit Jaiswal. Renovations at the Nashik facility will begin soon, aiming to welcome guests by mid-January. This property offers scenic views, with hills on one side and the Mukane Dam on the other. Jaiswal mentioned that in two to three years, the company will consider adding a resort if wine tourism develops successfully.

Grover Zampa, which holds a market share of 12-15 percent in India, owns wineries in Nandi Hills, Karnataka, and Nashik, Maharashtra. The company expanded in 2019 by acquiring Diageo's Four Seasons Wines and taking operational control of Charosa Vineyards from Hindustan Construction Company. Currently, its biggest domestic market is Karnataka, followed by Maharashtra, with other significant markets in Haryana, Odisha, Kerala, and Telangana. The company exports 15-18 percent of its wines to more than 18 countries, a number that was higher pre-pandemic, when exports spanned 24 countries.

Jaiswal noted that the pandemic severely impacted visitor numbers, with traffic picking up again only at the beginning of 2022. Since then, visitor interest has been on the rise. He emphasized the company's strong presence in southern India, given that Grover Zampa originated in Nandi Hills. In Bangalore, the company holds 180 acres of land under a long-term lease, while in Nashik, it owns a 38-acre property and is involved in Charosa's 300-acre vineyard and Four Seasons' 80-acre plantation.

The company will also launch two to three premium wines early next year and plans to expand the Bengaluru winery's production capacity, currently at 1.5 million liters, within two years. Wine tourism, which previously accounted for 4 percent of Grover Zampa's revenue, is expected to drive growth. The company forecasts a 20-25 percent increase in revenue this fiscal year as it reenters several markets.