



Research Article

## An analysis of promotional strategies of popular brands of wine in Bengaluru city, Karnataka

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**ARTICLE CHRONICLE :**

**Received:**

20.04.2013;

**Revised :**

16.04.2013;

**Accepted:**

14.05.2013

**SUMMARY :** The wine market is in a formative stage in India when compared to other countries of the world. However, wine consumption is growing at an impressive rate of 25-30 per cent per year. Karnataka is the second largest producer of grapes in India next only to Maharashtra and has adopted a wine policy to increase the consumption of wine in the state. An attempt has been made to study the top Indian brands of wine in the domestic market and promotional strategies to popularise wine has been suggested. Results of the study revealed that Chateau Indage, Sula and Grover vineyards are the major wine producers accounting for 75 per cent of total wine production in the country. The study captured the awareness level of sample respondents who were wine consumers and non-consumers as well. The study revealed that a whopping 97 per cent of the respondents were not aware of the state's new wine policy. The study suggests that the existing law on advertising of wine has to be altered to popularize wine and also the wine policy has to be properly implemented so that wine production and consumption increases.

**How to cite this article :** Poonacha, K.A., Mandanna, P.K., Kumar, S. and Patted, Nataraj (2013). An analysis of promotional strategies of popular brands of wine in Bengaluru city, Karnataka. *Agric. Update*, **8**(1&2): 299-302.

**KEY WORDS:**

Promotional strategies, Wine, Popular brands

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