

## Namratha Prashanth

### Wine Equation

Having moved to Bordeaux from Bangalore in 2017 to study for an MBA in wine marketing at INSEEC university, today Namratha Prashanth runs her own wine brand, Wine Equation. Its first wine, *Solicantus*, a Blaye Côtes de Bordeaux, launched in March 2020, and a white *Entre-deux-Mers* has just been added to the range.

'When I finished up at INSEEC in autumn 2018, I sent out more than 100 job applications to châteaux and négociants,' she says. 'I didn't receive even a single reply, let alone an interview request.' The rejection letters were particularly tough because she knew that her visa depended on her having a job.

In the end, it was a partnership with fourth-generation French winemaker Corinne Chevrier that proved to be the way out for Prashanth, after a chance meeting at Vinexpo. 'We began by working on *5ha* together, and decided to use some of the grapes to bring out a separate label. I was working on branding for another client at the time, and decided to go ahead and create my own brand.'

Her 'talent passport' business visa came through in late 2019, and her company Wine Equation was born, concentrating on limited bottlings. But wine is only part of Prashanth's ambition. She moved to Bordeaux to leave behind an abusive marriage, and from the start has wanted to launch a charity as well.

Prashanth has recently joined forces with Ritu Chhabria, managing trustee of the Mukul Madhav Foundation (MMF), a non-governmental organisation that works in the fields of healthcare, social welfare, water conservation and education in India.

To support MMF, 30 cents from the sale of every bottle of *Solicantus* will go to support marginalised tribal girls in remote areas of India who are in need of funds for education. 'Just €100 will give them access to education for a year,' she says, 'and *Solicantus* can contribute in its own small way to helping a few of them.'

[www.wine-equation.com](http://www.wine-equation.com); [www.solicantus.fr](http://www.solicantus.fr)



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