



Date: August 17, 2023

To,  
**National Stock Exchange of India Limited (“NSE”)**,  
The Listing Department  
“Exchange Plaza”, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block, Bandra-Kurla Complex  
Bandra (East), Mumbai – 400 051.

**NSE Symbol: SULA**  
**ISIN: INE142Q01026**

To,  
**BSE Limited (“BSE”)**,  
Corporate Relationship Department,  
2<sup>nd</sup> Floor, New Trading Ring,  
P.J. Towers, Dalal Street,  
Mumbai – 400 001.

**BSE Scrip Code: 543711**  
**ISIN: INE142Q01026**

**Sub: Press Release – Sula Business Update**

Dear Sir/Madam,

Please find enclosed the press release titled “Sula Vineyards (NSE: SULA) sees Wine Tourism Records Tumble over Long Holiday Weekend”.

This disclosure is being made in compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and records.

Thanking you,  
**For Sula Vineyards Limited**

**Ruchi Sathe**  
**Company Secretary and Compliance Officer**  
**Membership No.: A33566**  
a/a



**Sula Vineyards Limited**

(formerly known as Sula Vineyards Private Limited)

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Tel: 022-6128 0606/607 Email: info@sulawines.com CIN: L15549MH2003PLC139352

**Winery:** Gat 36/2, Govardhan Village, Gangapur-Savargaon Road, Nashik 422 222, Maharashtra, India Tel: +91 253 3027777/701

www.sulavineyards.com

## **Sula Vineyards (NSE: SULA) sees Wine Tourism Records Tumble over Long Holiday Weekend**

*The extended weekend of August 12-14 saw Highest ever Revenue, Visitor Numbers, Tastings\**

**August 2023:** Sula Vineyards Limited (NSE: SULA) announced that their iconic Wine Tourism operations achieved a record-breaking long weekend as visitor attendance surged at the Nashik and Bengaluru wine tourism facilities on August 12-14.

Revenues over the three days touched INR 2.08 Cr, 40% higher than the previous three-day record of INR 1.47 CR.

Both August 13 & 14 crossed the previous single day revenue record of INR 70 lacs set on August 14 2022, with Aug 13 setting a new record of INR 82 lacs.

A record 11,670 visitors enjoyed a day at Sula over the three days, a massive jump from the previous record of 8,532 visitors in the year-ago period. August 14 saw the highest ever single day footfall with 3711 visitors, erasing the previous record of 3471 set on the same date in 2022.

Tastings, a major focus of Sula's wine tourism, also set a record with over 4700 individual tastings over the 3-day period, a big jump from the previous record of 3600 tastings set a year ago.

Sula's wine tourism is an integral pillar of the business with thousands of potential wine drinkers tasting their first glass of wine at the iconic Tasting Room terrace at the company's original, historic Nashik facility which kicked off the Indian wine revolution.

Wine tourism which was earlier mostly limited to the winter months is now an all-year round phenomenon. Daily flights to Nashik and Shirdi airports bring in wine tourists from all across the country, while the recently completed expressway to Mysuru means Sula's Domaine Sula facility is less than a 2-hour drive for most Bengalureans.

"Sula's wine tourism visitors, revenues and tastings are second to no other in the world today. I look back at when we opened the first winery tasting room in India in 2005, when we were happy to welcome even 10 visitors a day, and I marvel at just how far we have come. It is very exciting indeed! I want to specially thank the state governments of Maharashtra and Karnataka who have been very proactive in encouraging wine tourism." – Rajeev Samant, Sula CEO said.

(\*Numbers are for a normal weekend, not including the erstwhile Sulafest music festival.  
Revenue includes bottle sale of wines classified under Own Brands in Financial Statements.)

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## **About Sula Vineyards Limited**

Over the last two decades, Sula Vineyards has played a pivotal role in building the Indian wine industry. A true pioneer not only did Sula establish the world's newest premium wine region of Nashik, it also put India on the global wine map. Sula's wines have won numerous awards in top global wine competitions including Decanter World Wine Awards and the International Wine Challenge.

With wineries in Maharashtra and Karnataka, Sula constantly explores the Indian terroir to make authentic, artisanal wines. Sula pioneered wine tourism in India and today over 3 lakh visitors visit Sula's iconic Nasik estate annually. Sula opened the country's first Winery Tasting Room in 2005, and India's first vineyard resorts in 2010.

Firmly committed to remaining at the forefront of Indian wine, Sula continues to pioneer grape varieties, engage in sustainable agriculture, and support the local rural economy. Along with innovation, Sula sees sustainability as a key pillar in all its operations and is one of Asia's most sustainable wine producers. Sula is the first Asian winery to join the International Wineries for Climate Action (IWCA), with the shared goal of net-zero emissions by 2050.

Website: [www.sulavineyards.com](http://www.sulavineyards.com)

Instagram: [sula\\_vineyards](https://www.instagram.com/sula_vineyards)

Facebook: Sula Vineyards

Youtube: [sulavineyardsyoutube](https://www.youtube.com/sulavineyardsyoutube)

LinkedIn: [sulavineyards](https://www.linkedin.com/company/sulavineyards)

To experience our vineyards please visit: [sulavineyards.com/visit-us.php](http://sulavineyards.com/visit-us.php)

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