



Date: 4th March, 2024

To,
National Stock Exchange of India Limited (“NSE”),
The Listing Department
“Exchange Plaza”, 5th 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,
2nd Floor, New Trading Ring,
P.J. Towers, Dalal Street,
Mumbai – 400 001.

BSE Scrip Code: 543711
ISIN: INE142Q01026

Sub: Press Release – Sula Vineyards (NSE: SULA) Gears Up for Growth: New Tasting Room, Record Harvest, Digital Success

Dear Sir/Madam,

Please find enclosed the press release titled “Sula Vineyards (NSE: SULA) Gears Up for Growth: New Tasting Room, Record Harvest, Digital Success”.

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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Sula Vineyards (NSE: SULA) Gears Up for Growth: New Tasting Room, Record Harvest, Digital Success

Mar 4, 2024, Mumbai: Sula Vineyards Limited (NSE: SULA), India's largest and only listed wine producer, signs agreement for a new Tasting Room and Bottle Shop close to Nashik airport; looks forward to a record 2024 wine grape harvest; and achieves a notable global digital milestone.

First Tasting Room outside Sula's Wineries

Sula Vineyards is all set to open its first-ever Tasting Room and Bottle Shop outside its wineries in Q1 FY25. The new Tasting Room, Sula's fourth, is strategically located on the Mumbai – Agra highway close to Nashik Airport and HAL Ozar, thus catering to the fast-growing demand from the regions north and east of Nashik.

Sula CEO Rajeev Samant commented: "This marks a significant step for Sula - our first Tasting Room outside our own winery premises, the start of a new chapter where we envision more Sula Tasting Rooms opening across the country. Plans are already in the works to open a fifth Tasting Room in the second half of FY25."

Record 2024 grape harvest

The 2024 grape harvest is shaping up to be excellent in quantity as well as quality for a fourth consecutive year, with the wine grape harvest setting a new record of over 10,500 tons.

"The harvest is excellent, with red grapes comprising ~65% of total wine grapes. This signifies a notable shift from five years ago when red grapes constituted 55% of the total, reflecting India's increasing preference for red wines. Syrah and Chenin Blanc are the top two varieties in this harvest," said Sula COO, Karan Vasani.

Reaching new digital heights

In February 2024, Sula hit an all-time high of #11 on the star-studded list of most-Instagrammed wine brands worldwide. Sula also crossed 150,000 followers on Instagram, an impressive milestone for a wine brand on the world's #1 social media app.

"We really got active on Instagram during Covid, and we are proud of our digital team's achievement to reach #11 in the company of the world's most amazing wine brands. Given how fast we are gaining new followers, I have no doubt that we will crack the top 10 soon!" COO Karan Vasani added.

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 local terroir to make authentic artisanal wines - producing and selling over 1 million cases across India. 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 resort 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

IG: @sula_vineyards

FB: @sula.vineyards

Youtube: @sulavineyardsyoutube

LinkedIn: @sulavineyards

Twitter: https://twitter.com/sula_vineyards

To experience our vineyards please visit: sulavineyards.com/visit-us.php



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