



Date: 11th October, 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) Records Highest Ever Own Brands & Wine Tourism Revenues in Q2 FY25; Elite & Premium Portfolio Leads the Way

Dear Sir/Madam,

Please find enclosed the press release titled “Sula Vineyards (NSE: SULA) Records Highest Ever Own Brands & Wine Tourism Revenues in Q2 FY25; Elite & Premium Portfolio Leads the Way.”

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

Abhishek Kapoor
Chief Financial Officer

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

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www.sulavineyards.com

Sula Vineyards (NSE: SULA) Records Highest Ever Own Brands & Wine Tourism Revenues in Q2 FY25; Elite & Premium Portfolio Leads the Way

Oct 11, 2024, Mumbai: Sula Vineyards Limited (NSE: SULA), India’s leading wine producer, announces its Q2 & H1 FY25 Sales Update.

(In INR Cr)

Particulars	Q2 FY25	Q2 FY24	YoY%	H1 FY25	H1 FY24	YoY%
Own Brands	127.2	126.8	0.3%	241.8	228.5	5.8%
Wine Tourism	12.2	12.1	1.3%	23.5	23.6	-0.6%
Net Revenue (incl. other income)	141.8	143.7	-1.3%	271.5	261.9	3.7%

Note: The above numbers are provisional, unaudited, and subject to change upon completion of Limited Review. Wine Tourism represents room revenue, sale of F&B, merchandise, and all other ancillary products/ services; excluding sale of wine on-site.

Sula reported its highest ever Own Brands revenue in Q2 FY25 driven by the Elite & Premium portfolio which recorded high-single digit growth. The share of Elite & Premium increased to 80% in Q2FY25 vs. 74% in Q2FY24. Along with a number of other markets, Telangana - company’s third largest market were a bright spot recording strong double-digit growth in Q2 FY25.

Growth in Q2FY25 was subdued primarily due to a broader slowdown in discretionary spending at the macroeconomic level as well as challenges in key markets - policy ambiguity in Karnataka and significant issues with the Delhi Excise portal in the last 15 days of Q2 FY25. The company is optimistic that these setbacks are temporary and will resolve in the coming months.

Wine Tourism business demonstrated resilience in Q2 FY25 recording its highest ever second quarter revenues, led by a 9% YoY increase in spend per guest and improved occupancy rates (74% in Q2FY25 vs. 66% LY) even amid lower footfalls.

Entering into the all-important Q3, Sula is gearing up for the festive season and looks forward to hosting the much-awaited SulaFest at its Nashik vineyards.

About Sula Vineyards Limited

Sula Vineyards Limited is India's largest wine company, commanding over 50% of the domestic wine market. With an expansive portfolio of almost 70 labels across various price points and a thriving wine tourism business, including a luxurious resort and wine-themed restaurants in Nashik and near Bangalore - SULA has established itself as the preferred wine brand for discerning Indians.

With five state-of-the-art wineries in Maharashtra and Karnataka, Sula crafts authentic, artisanal wines, producing and distributing over 1 million cases across India annually. We introduced the country's first Winery Tasting Room in 2005 and opened India's first vineyard resort in 2010, which today welcomes over 400,000 visitors each year.

At Sula, we are dedicated to leading the Indian wine industry into the future by continuously innovating and launching exciting new products that resonate with the evolving tastes of our customers. Our wines have consistently garnered prestigious awards, including honours at the Decanter World Wine Awards and the International Wine Challenge, underscoring our commitment to quality and innovation. Our commitment extends beyond wine; we are deeply invested in supporting the local rural economy and prioritizing sustainability in all our operations. As one of Asia's most sustainable wine producers and a Gold Member of the International Wineries for Climate Action (IWCA), Sula is resolutely committed to achieving net-zero emissions by 2050.

www.sulavineyards.com [@sula_vineyards](https://www.instagram.com/sula_vineyards) [sula.vineyards](https://www.facebook.com/sula.vineyards) [sulavineyardsyoutube](https://www.youtube.com/sulavineyardsyoutube) [sulavineyards](https://www.linkedin.com/sulavineyards) [sula_vineyards](https://www.x.com/sula_vineyards)



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