



Date: 14th January, 2025

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 Q3 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 Q3 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

Shalaka Koparkar
Company Secretary and Compliance officer
Membership No. A25314

a/a



Sula Vineyards Limited

(formerly known as Sula Vineyards Private Limited)

Regd. Office: 901, Solaris One, N.S. Phadke Marg, Andheri (E), Mumbai 400069, Maharashtra, India.

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) Records Highest Ever Own Brands & Wine Tourism Revenues in Q3 FY25; Elite & Premium Portfolio Leads the Way

Jan 14, 2025, Mumbai: Sula Vineyards Limited (NSE: SULA), India’s leading wine producer, announces its Q3 & 9M FY25 Sales Update.

(In INR Cr)

Particulars	Q3 FY25	Q3 FY24	YoY%	9M FY25	9M FY24	YoY%
Own Brands	194.7	192.8	1.0%	436.5	421.3	3.6%
Wine Tourism	16.4	14.7	11.5%	39.9	38.4	4.1%
Net Revenue (incl. other income)	217.3	219.0	-0.7%	489.0	480.8	1.7%

Note: The above numbers are provisional, unaudited, and subject to change upon completion of Statutory Audit. 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 Q3 FY25. The Elite & Premium portfolio recorded a 6% YoY growth, led by a strong double-digit growth in iconic brands - The Source and RASA.

The wine tourism business demonstrated strong momentum recording highest ever Q3 revenue, led by higher spend per guest and strong occupancy rates.

The company looks forward to the return of SulaFest in Q4, for which excitement is building and advance ticket sales have been strong. The current edition will feature India’s most loved artists, including Divine, Ritviz x Karan Kanchan, Oaff & Savera, When Chai Met Toast, Dualist Inquiry, and Madboy/Mink. The Sula cans will make their festival debut in SulaFest ’25.

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.

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For further information please contact:

Sula Vineyards Limited

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