



Date: 6th February 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 Pops the Top on Convenience

Dear Sir/Madam,

Please find enclosed the press release titled “Sula Vineyards Pops the Top on Convenience: Iconic Wines Now Available in Cans”.

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)

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 Pops the Top on Convenience: Iconic Wines Now Available in Cans

Nashik, Maharashtra, February 5, 2024: Wine lovers rejoice! Sula Vineyards, India's leading winemaker, is now offering its beloved Chenin Blanc, Rosé Zin, and Red Zin in convenient 250ml cans.

These single-serve cans, priced at an MRP of INR 285, are perfect for picnics, poolside relaxation, or enjoying your favourite Sula wine on the go. They offer the same exceptional quality and taste as the classic Sula bottles, in a lighter, portable format.

"We're thrilled to make our most popular wines even more accessible with this launch," says Rajeev Samant, Founder & CEO of Sula Vineyards. "These cans are ideal for introducing new audiences to Sula and cater to the growing demand for convenience and individual portions."

The new cans are available now at wine shops across Maharashtra. Look for the sleek, colorful designs featuring the iconic Sula branding.

The new can range features:

- **Chenin Blanc:** A crisp, citrusy white wine perfect for warm days.
- **Rosé Zin:** A refreshing, fruity rosé ideal for any occasion.
- **Red Zin:** A bold, juicy red wine with notes of berries and spice.

Sula's commitment to sustainability extends to its packaging. The new cans are recyclable, making them a responsible choice for wine lovers.

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 Nashik 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



Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.