



Date: 10<sup>th</sup> July, 2024

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 – Sales Update: Q1 FY25**

Dear Sir/Madam,

Please find enclosed the press release titled “Sales Update: Q1 FY25”.

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

**Sales Update: Q1 FY25**

**Sula Vineyards (NSE: SULA) records Highest ever Q1 Net Revenue and Own Brands Revenue; Appoints Head of Marketing.**

**July 10, 2024, Mumbai:** Sula Vineyards Limited (NSE: SULA), India's largest wine producer, announces its highest ever Q1 Net Revenue overall as well as for the priority Own Brands.

*(in INR cr)*

<b>Key Results (est.)</b>	<b>Q1 FY25</b>	<b>Q1 FY24</b>	<b>YoY</b>
Own Brands	104.4	101.6	2.7%
Wine Tourism	11.3	11.5	-2.5%
Net Revenue	129.6	118.2	9.7%

*The above numbers are provisional, unaudited and subject to change upon completion of Statutory Audit.*

*Wine Tourism represents room revenue, sale of food & beverages, merchandise, and all other ancillary products/services; excluding sale of wine on-site.*

Sula CEO Rajeev Samant stated, *"We are pleased to announce our highest ever Q1 Net Revenue, although wine consumption and tourism during the quarter were impacted by several dry days nationwide and locally during the Lok Sabha elections and the scorching heatwave conditions.*

*"I am also pleased to announce the appointment of Omprakash Singh as Head of Marketing. With a wealth of experience in various FMCG, e-commerce, and media companies like L&K Saatchi & Saatchi and Shemaroo, we're confident Omprakash is the right person to lead Sula's expanded marketing initiatives moving forward."*

In other good news, the company will begin bottling at one more unit in Maharashtra, the newly acquired N D Wines facility, this month.

Given Sula's portfolio exceeding 50 labels across more than 10 brands, the company has decided, after thorough analysis, to transition the Economy and Popular brands to a third-party sales force model in Maharashtra, starting with Mumbai and Pune. This strategy, which has previously yielded strong results in Karnataka and Telangana, will allow Sula's sales force to focus exclusively on the priority Elite and Premium brands.

## 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.

[www.sulavineyards.com](http://www.sulavineyards.com) [@sula\\_vineyards](https://www.instagram.com/sula_vineyards) [sula.vineyards](https://www.facebook.com/sula.vineyards) [sulavineyardsyoutube](https://www.youtube.com/channel/UCsLAVineyards) [sula\\_vineyards](https://www.linkedin.com/company/sulavineyards) [sula\\_vineyards](https://www.x.com/sula_vineyards)



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