



Date: 19th September, 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) Announces the Return of the Iconic SulaFest in Feb’25; Launches Sula Merlot, one of the World’s Favourite Red Varieties.

Dear Sir/Madam,

Please find enclosed the press release titled “Sula Vineyards (NSE: SULA) Announces the Return of the Iconic SulaFest in Feb’25; Launches Sula Merlot, one of the World’s Favourite Red Varieties.”

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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www.sulavineyards.com

Sula Vineyards (NSE: SULA) Announces the Return of the Iconic SulaFest in Feb'25; Launches Sula Merlot, one of the World's Favourite Red Varieties

Sep 19, 2024, Mumbai: Sula Vineyards Limited (NSE: SULA), India's largest wine producer, announces the return of the iconic SulaFest, launch of its newest wine offering Sula Merlot, and expectations of a healthy grape harvest following a good monsoon.

SulaFest Returns in Feb'25

SulaFest, India's most iconic wine and music festival will make a grand comeback in Feb'25 after a hiatus of 5 years. Set against the stunning backdrop of Sula's Nashik vineyards, the fest promises an unforgettable experience filled with live performances by popular artists, a unique blend of cultural experiences, and of course the opportunity to savour Sula's finest wines. Tickets will go on sale soon, with more details on the line-up and other highlights to be announced in due course.

Launch of Sula Merlot

Sula Merlot is the latest offering from India's leading wine producer. With a smooth texture, rich fruit-forward flavours, and subtle hints of chocolate and cherries, the Sula Merlot is sure to captivate wine enthusiasts. Priced attractively at INR 895, the Sula Merlot is now available at wine shops across Mumbai and Pune, and will be distributed in more markets from mid-2025.

Good Monsoon Sets Stage for Fifth Successive Healthy Grape Harvest

India has witnessed a good monsoon this year, with both Maharashtra and Karnataka – Sula's key grape growing regions seeing healthy rainfall. This sets the stage for a healthy wine grape harvest in 2025, ensuring plentiful wine supply to meet the growing demand.

Commenting on these developments, Sula CEO Rajeev Samant said, *"Bowling to the overwhelming demand to bring back our iconic SulaFest, we are thrilled to announce the return of SulaFest in February '25. We are once again looking forward to welcoming fest goers to our Nashik home, one of the most amazing settings for a music festival in India with the opportunity to enjoy some great music while sipping our award-winning wines.*

"Further, the launch of Sula Merlot is the newest addition to our core Sula series after nearly a decade. Merlot, one of the world's greatest red wine varieties was missing from our portfolio, and now we have filled this gap with a lovely wine at a price point that will delight our consumers.

"And finally, a perfect monsoon means that we will have a plentiful supply of India's most loved wines including RASA, The Source, Dindori and the Sula Classics."

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.

From its modest origins in Nashik over two decades ago, Sula has risen to prominence, playing a pivotal role in revolutionizing the Indian wine industry. As a true pioneer, Sula not only established Nashik as the world's newest premium wine region but also firmly placed India on the global wine map. 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.

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 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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