



Date: 27th December, 2023

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 – Wine Tourism Achieves New Heights over Xmas Weekend

Dear Sir/Madam,

Please find enclosed the press release titled “Wine Tourism Achieves New Heights over Xmas Weekend”.

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 (NSE: SULA) Wine Tourism Achieves New Heights over Xmas Weekend

Dec 27, 2023, Mumbai: Sula Vineyards Limited (NSE: SULA) announced that their iconic Wine Tourism business set new records for visitor numbers, revenues and tastings over the long Christmas weekend.

Over 5,000* visitors entered the gates of Sula on a single day for the first time ever on December 24th. Visitor numbers set a single-day, two-day, and three-day record with over 12,000* visitors from December 23rd to 25th at Sula's Nashik and Bengaluru wine tourism facilities.

Both December 24th and 25th surpassed the previous single-day revenue record of INR 83 lakhs set on August 13th, 2023. With a new single-day high of INR 85 lakhs, December 24th claimed the top spot. Records were also broken for the highest single-day, two-day, and three-day revenue, with takings from December 23rd to 25th clocking INR 2.28 crores.

Tastings, a major focus of Sula's wine tourism, also set a record with over 5,300 individual tastings over the 3-day period, a jump from the previous 3-day record of 4,700 tastings over Independence Day 2023.

"It was a record-breaking weekend on all fronts. Revenue, visitor numbers and tastings set new records, showcasing the thirst Indian wine drinkers have for our award-winning wines. It bodes incredibly well for the future of wine drinking in India!" – Rajeev Samant, Sula CEO said.

*Not including the erstwhile Sulafest music festival

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.

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



For further information please contact:

EY LLP Investor Relations

Runjhun Jain: Runjhun.Jain1@in.ey.com

Rhea Dharia: Rhea.Dharia@in.ey.com

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.