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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Case Study of the Sula Wine yard, Nashik

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**ABSTRACT:** Thanks to Rajeev Samant's leadership, Sula Vineyards in Nashik, Maharashtra, helped our wine industry grow from the beginning. An original experiment on a family-owned farm of 30 acres has grown and now earns the title of India's biggest and best winery. Wine culture which was out of reach and unclear to most Indians in those days, was introduced by Sula. Their early achievements were thanks to their decision to grow Sauvignon Blanc, Chenin Blanc and Zinfandel varietals from around the world, all of which fit the Indian climate well. Because it stressed quality, innovation and sustainability, Sula created a position for itself in a market full of competitors. By upgrading winemaking plants, focusing on brand image and attracting travellers, the wine industry has encouraged regular wine drinking among the city's middle class. The fact Sula handles every aspect—from vines to stores—has made its brand and quality easy to manage. It farms on 1,800 acres of vineyards and many of its vineyards meet Fairtrade standards, while the company exports over 65% of India's wine. There is a wide variety of wine to suit both inexperienced and professional wine buyers, book since the best-known wines—Sula Brut, Dindori Reserve Shiraz and Rasa Cabernet Sauvignon—have been recognized internationally. A major part of what makes Sula known is its focus on experiential marketing. Organizing the annual SulaFest wine, music and food event at its Nashik estate has made Sula a top lifestyle attraction, with more than 10,000 people attending each year. Offering luxury places to stay, tours of the vineyards and wine-tasting rooms on the site helps Sula attract wine lovers and makes them more likely to support the brand.

## I. INTRODUCTION

Even though the Indian wine industry is young when compared to others, it has experienced fast and significant development over the last twenty years. Sula Vineyards leads this transformation by being the first to produce and market wine in India and by influencing how consumers think about wine. Starting in 1999, with the help of a Stanford graduate, Sula Vineyards set out to introduce fine wine produced locally for Indian consumers. The company began as a test on 30 acres owned by a family in the town of Nashik, Maharashtra which is now referred to as India's Napa Valley. With the rise of Sula, Indian viticulture gained a new importance, joining together traditional farming and luxury, lifestyle and international goals. Since the Indian market viewed wine as something only for the rich, Sula took it upon itself to open people's eyes to wine. By launching new products, changing prices and spreading information, ProCervceros introduced wine as something to enjoy, not just as a drink—and linked it with activities, music, tourism and sustainability. Many young urban professionals and others just starting to drink wine became first-time customers because of Sula's initiatives.

Sula influences more than just the wine business. Sula Vineyards built a comprehensive wine tourism area with wine tasting rooms, resorts and the global SulaFest every year. Thanks to these strategies, Nashik no longer depends only on farming, but has become a favourite place for tourists and a rising economic base. Sula also has worked to support local farmers by involving them in contract farming and giving them training, helping rural growth and employment. The reason I like Sula is that it always aims for sustainability and ethical choices. Many aspects of the company's business are focused on sustainability, ranging from solar-powered activities to recycled packaging, organic methods and Fairtrade certification. For this reason, the company has gained both praise from environmental and industry organizations as well as the devotion of more environmentally aware customers. Even though Sula has achieved a lot, it operates in a system that has difficult rules, cultural limits and seasonal changes in demand. Local, different regulations over taxing, distributing and advertising alcohol have kept the Indian market for alcohol highly regulated and fragmented. Besides, wine must face competition from other popular drinks, so it is necessary to always encourage new ideas in marketing and interact more with consumers. This case looks into how Sula Vineyards has moved from being a small business to leading the Indian wine market. The book looks at how the company strategizes, introduces new marketing ideas, addresses sustainability and deals with market changes. Sula's experiences allow us to understand how businesses in developing markets can adopt entrepreneurial ideas, create brands and care for the environment.





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### [1.1]. Business Model & Growth Strategy.

Sula Vineyards enables participation in the entire process from growing grapes through to retail and tourism. Being vertically integrated lets Sula control product quality, manage costs, enhance its brand reputation and fix the customer experience which has made it one of the biggest names in Indian wine.

### Vertical Integration and Grape Sourcing:

Sula's success comes from joining wine production with the science of grapes. The company looks after more than 1,800 acres of vineyards and also purchases grapes from over 400 local farmers under contract agreements. With this strategy, Sula benefits by getting safe, reliable grapes and the farmers get free training and support, as well as guaranteed prices. This method improves Sula's wine making process and provides long-term work for people near Nashik.

### Diverse Product Portfolio:

Sula offers more than 30 brands of wine to make sure there is something for everyone, no matter their wine knowledge. The company provides red, white, rosé, sparkling and dessert wines, named after some of its brands: Sula (regular and premium) The Dindori Reserve belongs to Jagdishpur's upper tier of products. Rasa (super-premium) The folk songs in this collection come from Niall's earliest Source collection. Dia is a drink aimed at women and new drinkers (sparkling wine). By sectioning the brand, Sula becomes affordable for most people and yet still admired by many. In addition, it has made special and rare products to make the brand exclusive.

### Innovation and Market Education:

Sula realized at the start that building the wine brand in India meant helping people learn about wine. To combat people's limited knowledge about wine, the company introduced tasting rooms, tours through its vineyards, how-to guides of pairing wine and educational materials to help Indians see wine differently. The plan was to highlight wine as a drink for upwardly mobile individuals. Sula's success also came from inventing new packaging (e.g., screw tops people in India would find easy) and creating wines that suited Indian consumers, with a pleasingly fresh taste.

### Wine Tourism and Brand Experiences:

One area where Sula has paid special attention is wine tourism which is only starting to take off in India. The Sula estate in Nashik, the company's flagship spot, is now among the top places to visit. Two resorts from the collection (The Source and Beyond by Sula) Wine bars Fine-dining restaurants Every year, Sula Fest gathers tens of thousands of people for its music and lifestyle festivities. Because of these events, the vineyard becomes a location of interest, where people can enjoy both learning about wine and having fun which promotes strong loyalty to the brand. Wine tourism also creates a large addition to wine businesses' profits and helps attract visitors.

### Distribution and Retail Strategy:

Sula's product is available in over 35,000 retail and on-trade locations all over India, as well as major hotels and restaurants. It has set up export partners in more than 30 countries, focusing on markets with people showing increasing interest in Indian wines. When e-commerce and digital trends rose after COVID-19, Sula used online wine delivery services and delivered to customers directly, whenever such actions were allowed.



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### Sustainability and Ethical Branding:

Sula's business model now includes sustainability which helps the brand stand out instead of just being another corporate duty. Top areas of focus are: Rooftop solar installations provide solar energy to meet close to 50% of its energy needs. Rainwater is collected and used and wastewater is recycled so we use fewer resources. Vermiculture is used to compost the pomace, helping to avoid landfill waste and to replace chemical fertilizers. Fairtrade certification helps guarantee that workers on farms are treated fairly and encourages progress in farming communities. Using recycled glass and light bottles to help the environment and reduce emissions. Using these practices attracts today's environmentally aware consumers and makes Sula a responsible leader in the industry.

### Strategic Growth and Expansion:

The company's strategy for growth combines natural growth with planned expansion efforts. Making more products to deal with greater demand from customers. Seeking to offer insurance in Rajasthan, Telangana and various states in the Northeast. Addressing the growing ranks of fashionable people in Tier II and III cities. Increasing the number of Indian specialties sold globally by going after markets where the food is known and appreciated (UK, US, Japan and Southeast Asia), for example. The company has also taken part in collaborations and partnerships with organizations to boost how many people know about their service and where it is offered, such as events, hotels and culinary festivals.

### Financial Strategy and Public Listing:

Sula made history in 2022 when it listed on India's stock market, making the company more open, reliable to investors and providing funds for more growth. Not only was the IPO a big moment for Sula, but it also showed the wine industry in India was ready for the future.

## II. SUSTAINABILITY & CIRCULAR ECONOMY PRACTICES

The company is famous for its efforts to be sustainable and support circular economy. The organization produces close to half its energy from solar energy on their roofs and uses recycling to conserve water. Vermiculture is used to compost plentiful grape pomace which reduces the need for chemical fertilizers. Eudoxus Press Sula is part of the International Wineries for Climate Action and is aiming to become net-zero by 2050. The company reuses its glass bottles and makes use of CO<sub>2</sub> created during fermentation to show how much it cares for the environment.

### Renewable Energy and Carbon Footprint Reduction:

Sula Vineyards is among the first in India to use large amounts of renewable energy. Most of the company's electricity is produced through solar energy, generated by solar panels installed on rooftops at its various production and hotel facilities. This type of investment cuts greenhouse gas emissions, decreases our dependence on fossil fuels and keeps energy costs steady over the long run. It's important to mention that Sula has put in place technology to catch and reuse the carbon dioxide that is emitted during fermentation—one of the main sources of emissions in winemaking. Harvesting CO<sub>2</sub> from our site helps create sparkling wines or safely handle excess gas which greatly reduces air pollution.

### Water Stewardship and Conservation:

Because Sula is based in a region where water can be scarce during certain seasons, the company makes sustainable water management top priority. The organization is following several approaches at once to save water and become more effective: In vineyards, these systems are fitted to water plants from below, so there is less water wasted. Collecting and Storing Rainwater: Sula uses big reservoirs to gather monsoon rain, supplying both irrigation and everyday water for operations all year round. Making Wastewater Useful: On-site sewage facilities recover the water used in creating products and by hotels which is then used for gardens, cleaning and non-drinking applications. As a result, Sula is producing less water with each Liter of wine and has set higher benchmarks within the Indian drinks sector.

### Organic and Regenerative Farming Initiatives:

Sula is dedicated to finding ways to improve organic and regenerative viticulture, mainly at its top wine estates. Such practices are: Organic fertilizers are being utilized more, as well as natural pest control, instead of harsh chemicals. Growing cover crops and using conservative tilling to expand biodiversity, restore the soil and lower carbon levels. Conservation activities aimed at bees are important for the balance of gatherings of species. By being certified with Fairtrade, the company demonstrates its care for nature, fairness in pay and respect for anyone involved in its



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vineyards. When Sula stresses sustainability at the farm level, it protects the environment and also makes the communities it works with stronger and more efficient.

### Waste Management and By-product Recycling:

One of the main ideas of the circular economy is to keep waste to a minimum by using or recycling the things we don't need. The whole company, from production to guest service, follows a zero-waste model. Grape pomace becomes nutritious compost through worm composting and is put back in the soil to help crops grow naturally. She actively turns her used wine bottles into recyclable glass and partners with agencies to take glass off the market. Customers will now be given lighter bottles, leading to more environmentally friendly shipping and production. The packaging designed for our products uses recycled cardboard, safe inks and facility labels made from recycled material. By engaging in these practices, factories use waste to create added value and use less landfill space.

### Eco-conscious Hospitality and Tourism:

The hotels and wineries in Sula's brand ensure its goals for a sustainable future are met. Sula has enforced several steps at The Source as well as in Beyond. These kinds of buildings have energy-saving features, fresh air circulation and thermal protectors. In the guest rooms, we have solar water heaters, lights powered by LED and devices that save energy. Many fast food chains try to use fresh ingredients grown in the region to cut down on transportation and help nearby farmers. Providing opportunities for sustainable experiences such as group eco-guided tours of the vineyard as well as classes on organic farming and green winemaking.

### Sustainability Certifications and Global Commitments:

Sula has set up its sustainability roadmap according to best international practices and frameworks. Fairtrade Certification means that labour is ethical, farmers are paid fairly and the environment is protected. Sula supports a worldwide group of wineries, IWCA Membership and is working towards net-zero emissions by the year 2050. The organization applies worldwide standards in sustainable winegrowing by focusing on conserving nature, decreasing chemical use and creating social fairness. Every year, Sula publishes and audits its data on energy use, carbon emissions and sustainability to show investors, consumers and partners that they can trust the company.

From its beginning, Sula Vineyards has embedded both sustainability and circular economy into its strategy, rather than only reacting to them. Being that winegrowing depends so much on the environment, Sula has proven it can create wines of high worth with less harm to nature and higher profits. Practicing sustainability fits well with worldwide aims and also appeals greatly to millennial and Gen Z consumers. Through Sula, we find that agriculture and alcohol companies can simultaneously take steps toward climate action, fair sourcing and innovative use of resources, while growing their business.

## III. FINANCIAL PERFORMANCE & MARKET CHALLENGES

Net profit for Sula decreased by almost 4% in the fourth quarter of FY2025 mainly because reduced consumption in urban areas made up such a large share of the company's earnings. Still, the wine tourism part of the firm showed a 24.6% spike in revenues thanks to occasions such as Sula Fest. So far, the company's activities were limited to the top markets of Maharashtra and Karnataka, but they are now present in Telangana and Rajasthan to take advantage of new wine trends.

### Historical Growth Trajectory and Financial Evolution:

Her financial progress follows the same trend as the Indian wine industry. At the beginning of the 2000s, there was very little Indian wine, as interest from within the country was small and exports were minuscule. Because of Sula's focus on vineyards, educating about the brand, expanding products and hosting wine tours, the company quickly attracted many consumers. Between the company's start and 2014, its CAGR was greater than 20%. As well as increasing the number of items in their wine range, the company now sells more sparkling, rosé and reserve wines, helping them achieve growth in both sales and the number of products sold. Revenues for Sula Vineyards reached over ₹600 crore (about \$75 million) in FY2023-24 and the EBITDA margin saw regular improvement since then, thanks to more premium product sales and income from wine tourism.



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### Key Revenue Streams and Profit Centres:

#### a) Wine Sales (Domestic and Export):

This remains the largest revenue contributor, accounting for **over 80% of total revenues**.

Sula leads both the **red and white wine segments** in India and is aggressively growing its **sparkling wine** category through affordable options like *Dia* and premium offerings like *Sula Brut Tropicale*.

**Export markets** have grown steadily, with presence in over 30 countries, including the U.S., U.K., Japan, and Australia. Sula wines are often positioned alongside Indian cuisine in these markets, aiding niche penetration.

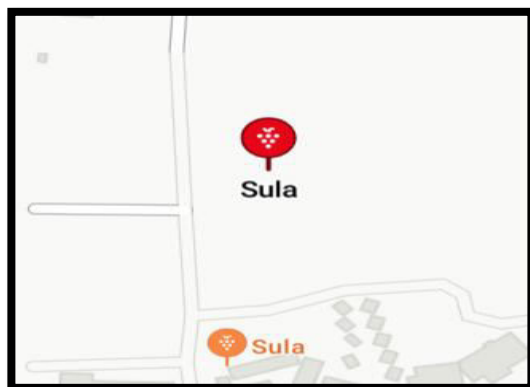
#### b) Wine Tourism and Hospitality:

Wine tourists started visiting India because of Sula, making it the country's most successful example of wine tourism. Over 400,000 people visit the Nashik estate each year which greatly benefits profitability and helps overall revenue. Money is made through vineyard tours, lettings of The Source & Beyond, wine sampling, food and beverages and the SulaFest festival.

#### c) Contract Manufacturing and Distribution Services:

Because of its supply chain strengths, Sula provides bottling and distribution to other brands of alcohol, including imports. With this model, the company earns income from different sources.

FIG: LOCATION



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### V. CONCLUSION

Sula Vineyards exemplifies a successful blend of innovation, sustainability, and market expansion in India's evolving wine industry. Its strategic focus on quality production, brand development, and environmental responsibility positions it as a leader in both the domestic and international wine markets.

### REFERENCES

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