

## **Sula Vineyards expands premium portfolio with four new wines listed in CSD**

Sula Vineyards has taken another significant step to broaden its premium wine offerings by introducing four additional labels into the Canteen Stores Department (CSD). This latest inclusion features the country's top premium red wine — Dindori Reserve Shiraz — along with RĀSĀ Syrah, The Source Grenache Rosé, and Sula Riesling. Leading the shift in wine accessibility With CSD wine sales growing by 40% over the past two years, this expansion strengthens Sula's presence in a retail space that continues to evolve. The four new additions bring the brand's total CSD-listed wines to nine, further enhancing its reach among India's defence and service personnel. A strategic win for premium Indian wines Rajeev Samant, CEO of Sula Vineyards, highlighted the significance of this milestone, stating, "Marking a key milestone, Sula has secured the listing of four new wines in the CSD, following the culmination of a two-year-long process. Dindori Reserve Shiraz, one of Sula's best red wines, is now entering the CSD and is expected to further accelerate momentum in this segment." Looking ahead With the first shipment already dispatched in March 2025, Sula is well-positioned for a strong performance in FY26. This strategic move not only bolsters its elite portfolio but also reinforces the brand's leadership in India's premium wine landscape.