

SulaFest 2026 Wraps Up a Spectacular 15th Edition Filled with Wine, Stellar Performances and Barrels of Fun

Asia's favourite vineyard music festival, SulaFest 2026, concluded its landmark 15th edition on a high note, following a vibrant two-day celebration on January 31 and February 1, 2026, at Sula Vineyards, Nashik. The milestone edition welcomed over 12,500 attendees, who gathered to celebrate live music, award-winning wines, diverse culinary offerings and immersive lifestyle experiences—making it one of the most memorable chapters in the festival's history.

Set against the scenic vineyards, the open-air amphitheatre pulsed with energy as a thoughtfully curated lineup delivered standout performances across genres. Chart-toppers like King and the high-octane sounds of Nucleya set the tempo, while global and fusion acts including Gaudi and Midival Punditz featuring Karsh Kale & Kutle Khan brought distinctive sonic textures to the stage. Performances by The Yellow Diary, Swarathma, Princely States Dub Orchestra, Daira ft. Queendom, Dark Circle Factory, Dot., OG Shez and Suggahunny further elevated the experience, creating an electrifying atmosphere from day through night.

Reflecting on the milestone edition, Rajeev Samant, CEO, Sula Vineyards, said, "The 15th edition of SulaFest is incredibly special for us. Seeing people come together to celebrate music, wine and togetherness in our vineyards—with some of India's finest musicians delivering electrifying performances—was truly rewarding. Tasting great wines, dancing to the beats and sharing these moments is what SulaFest stands for. Our brand partners play a vital role in shaping this experience, and we are grateful to everyone who made this edition unforgettable—truly barrels of fun."

The festival was presented by Citroën as the Presenting Sponsor, with Ugaoo as the Powered By Sponsor, and supported by brands including Kingfisher Ultra, Fujifilm, Paul and Mike, Coca-Cola, Digitek and Amul—each contributing to the festival's vibrant atmosphere and seamless execution.

Kumar Priyesh, Business Head and Director – Automotive Brands, Stellantis India, noted, “Being part of the milestone 15th edition of SulaFest has been a truly memorable experience. Citroën is deeply rooted in popular culture and celebrates youth, boldness and life—values that resonated strongly with this edition of SulaFest. The energy, togetherness and immersive vineyard setting aligned perfectly with our philosophy of creating experiences that are ‘For Everyone, Like No One.’ We are proud to be associated with a festival that champions creativity, community and authentic self-expression.”

Food was an equally integral part of the experience, with an extensive lineup of vendors offering something for every palate. Festival-goers sampled dishes from Rolls Mania, Bombay Food Truck, Amore, Dairy Don, Puffs 'N' Rolls, Domino's, Hakka Tikka, The Momo House, TKJ, Express Inn, Gateway, Tru Falafel, Belgian Waffle, Four Points by Sheraton and Nosh Add, among others.

For wine enthusiasts, SulaFest 2026 delivered a rich sensory journey. Guests explored Sula's award-winning portfolio, refreshing Sula cans, creative wine cocktails and exclusive previews of new launches such as The Source Chardonnay Reserve, Sula Muscat Blanc and Sula Merlot, all of which received enthusiastic post-festival appreciation for their freshness and finesse. Interactive experiences like grape stomping added a playful, vineyard-inspired charm.

Adding colour and creativity to the weekend, the SulaFest Bazaar became a lively hub featuring face art, piercings, tarot readings, sustainable décor, slow-fashion apparel, skincare, wine accessories, perfumes, jewellery and cheerful festival merchandise—from hats and mugs to flasks and scented candles.

As the sun dipped behind the rolling vineyards, SulaFest 2026 stood as a fitting tribute to 15 iconic editions of music, wine and community. With a stellar artist lineup, standout wine and beer cocktails, immersive brand activations and 12,500+ attendees, the festival once again reaffirmed its position as Asia's favourite vineyard music festival—celebrating India's No.1 wine brand, Sula Vineyards, and its iconic labels The Source, RĀSĀ and Dindori.