

The Source by Sula: A Grape-to-Glass Indian Success Story

Sula Vineyards, India's largest and most celebrated wine company, proudly announces the continued success of its premium wine range, The Source, which has recorded strong double-digit growth in volume and value across the country in FY25.

Driven by a loyal and evolving consumer base, The Source range has established itself as a benchmark in India's premium wine segment—offering accessible luxury, refined taste, and award-winning quality.

Six Stellar Varietals Driving the Surge

The remarkable performance of The Source is powered by six standout varietals, each delivering robust growth:

- The Source Moscato – Launched in FY24, this sparkling gem has rapidly gained popularity, winning Gold at the Asian Sparkling Masters 2024.
- The Source Grenache Rosé – A crowd favourite, crowned with Gold at the Indian Wine Awards 2022.
- The Source Cabernet Sauvignon – A bold and elegant red, continuing to rise in popularity among wine enthusiasts.
- The Source Chenin Blanc Reserve – Garnered Silver medals at both the Concours Mondial de Bruxelles 2023 and Decanter World Wine Awards 2025.
- The Source Sauvignon Blanc Reserve – Recognised for its finesse, awarded Silver at both the Indian Wine Awards and Decanter World Wine Awards 2025.
- The Source Pinot Noir – Introduced in FY24, this varietal has swiftly become a consumer favourite, admired for its elegance and complexity.

“The Source range continues to tell a beautiful story of Indian winemaking—refined, expressive, and accessible. Strong double-digit growth in a premium category speaks volumes about the love our consumers have for these wines,”
— Rajeev Samant, CEO, Sula Vineyards

“From hotels to homes, and now even defence canteens, The Source is truly finding its place across every setting where wine belongs.”

Widening National Footprint and Accessibility

Now available in key markets such as Maharashtra, Karnataka, Telangana, Delhi, Uttar Pradesh, West Bengal, Rajasthan, Haryana, Tamil Nadu, Punjab, Madhya Pradesh, Odisha, and Goa, The Source has also gained strong traction through Sula’s flagship wine tourism business in Nashik—Asia’s most visited vineyard and where many Indians enjoy their first glass of wine.

Recently, The Source entered defence canteens, further democratizing access to high-quality Indian wines for a broader audience.

A Trailblazer in Indian Wine Culture

With over 50% market share, 70+ labels, and an annual production of over 1 million cases, Sula Vineyards has revolutionised the Indian wine industry. From introducing India’s first winery tasting room in 2005 to building the country’s first vineyard resort in 2010, Sula has led on innovation, wine tourism, and sustainability.

Headquartered in Nashik, with five state-of-the-art wineries across Maharashtra and Karnataka, Sula’s wines have consistently earned accolades at prestigious global forums like the Decanter World Wine Awards and International Wine Challenge.

Sustainability and Social Commitment at the Core

As a Gold Member of the International Wineries for Climate Action (IWCA) and one of Asia's most sustainable wine producers, Sula is deeply committed to net-zero emissions by 2050. Its broader vision includes:

- Championing sustainable viticulture
- Supporting the rural economy through employment and community engagement
- Prioritizing low-impact operations in all aspects of winemaking

Looking Ahead

As The Source redefines what Indian wine can be—elegant, award-winning, and globally recognised—Sula Vineyards continues to lead the way for a vibrant, responsible, and world-class Indian wine culture.