

Vineyards with wine tourism: A heady mix for hospitality biz

ANEKA CHATTERJEE
Bengaluru, 22 December

Boutique resorts and hotels in vineyards of Nashik, Pune, and pockets of Karnataka are seeing an uptick propelled by domestic tourism, improving wine quality and supportive policy incentives.

While India may arguably still be some distance away from pegging itself next to a Napa Valley, Tuscany, or the Barossa Valley, wine majors like Sula, Vallone, and Fratelli are attracting visitors in thousands each year as room tariffs range between ₹10,000 and ₹75,000 a night.

“Wine tourism is incomplete without accommodation. Once the wine business stabilised, the natural progression was to build experiences around it, and stay is the most critical part of that journey,” said Monit Dhavale, head of hospitality at Sula Vineyards, which is headquartered in Mumbai and which operates some of the country’s largest vineyards in Nashik and Domaine Sula in Bengaluru.

Sula opened the country’s first vineyard tasting room in the late-1990s, followed by amphitheatres, restaurants, and festivals. The wine producer’s first hospitality foray Beyond by Sula opened in 2008, followed by The Source at Sula, with 12 rooms and has since expanded to 67 rooms. Recently, it has launched a third hospitality property in Nashik —The Haven by Sula, a new 50 boutique rooms.

Hospitality contributes about 7-8 per cent of the company’s total turnover while wine tourism overall accounts for nearly 20 per cent, according to Dhavale. “We average around 80



The Source by Sula Vineyard, Nashik

Sip, savour, unwind

- Sula, Vallone, and Fratelli draw thousands with premium stays
- Room tariffs range between ₹10,000 and ₹75,000 a night
- Hospitality contributes about 7-8% of Sula Vineyards’ total turnover, while wine tourism accounts for nearly 20%
- Vallonne Vineyards receives 12,000-15,000 visitors annually
- Fratelli Vineyards is developing a separate, high-end 40-room resort, which will open in 2026
- Nashik, India’s largest wine hub, remains underpenetrated despite its prominence

per cent annual occupancy, with peak months such as December touching 95 per cent,” Dhavale said. Average room rates are around ₹10,000, rising to ₹15,000 during festive seasons.

Globally, popular wine regions in the US, France, or Australia derive a significant share of their revenues from hospitality rather than winesales alone, said Ashwin Rodrigues, outgoing secretary of the Wine Growers Association of India (WineGAI). Indian producers are now seeking to adapt to a similar playbook.

“Wine-themed hospitality commands a premium of 10-30 per cent over non-themed resorts,” said Rodrigues. “The experience such as vineyard walks, tastings, and food pairings, makes it visually appealing, experiential, and aspirational,” he added.

Nashik, India’s largest wine hub,

despite its prominence, remains underpenetrated. It has fewer than 200 rooms across just three winery resorts, according to WineGAI. To add, government incentives are adding momentum. Maharashtra’s tourism policy offers 15-20 per cent capex subsidies, and seven-year goods and services tax (GST) refunds for wine tourism projects. However, the rise of vineyard hotels is leading to monetisation year-round through rooms, restaurants, weddings, and corporate offsites.

Hotel Irada in Pune Wine Country — a 66-acre estate built directly over a working winery, a 90-minute drive from Pune — is the country’s first Design Hotel by Marriott. The property has been reimaged from what was once Vijay Mallya’s country wine estate.

Room tariffs range from ₹25,000 to ₹75,000 per night, with guest

numbers for wine experiences. “We focus on curated, immersive wine experiences rather than volume tastings,” said Craig W Wedge, estate manager of Hotel Manager, adding that the property typically hosts around 40 guests for the Irada wine experience over a weekend.

The estate has currently replanted all its vineyards, with its next wine vintage expected in January 2027, highlighting how hospitality revenues can help sustain the long gestation cycles inherent in wine production.

Vallonne Vineyards, near Igatpuri, operates a four-room boutique hotel, and plans to add 12-15 rooms. “We realised visitors from Mumbai wanted to linger over meals, enjoy tastings, and stay the night. Hospitality currently contributes about 30 per cent of our portfolio, and we expect that to rise to nearly 50 per cent by 2027-28 (FY28),” said Aditi Pai, director, Vallonne Vineyards.

Vallonne receives 12,000-15,000 visitors annually, with growing international footfall during harvest and festive seasons.

Located in Maharashtra’s Solapur region, Fratelli Estate, owned by Fratelli Wines, operates a four-room property for exclusive bookings where each room, starting around ₹10,000, features large glass windows that open out to sweeping views of the surrounding vineyards.

Building on its wine tourism, Fratelli Vineyards is developing a separate, high-end 40-room resort within its 200-acre estate, which is scheduled to become operational in the second half of 2026. The expansion reflects the company’s move to capitalise on the rising demand for experiential travel and wine-led hospitality.

Regional foods continue to rule breakfast tables

AKSHARA SRIVASTAVA
New Delhi, 22 December

Even as the Indian packaged food market goes through a protein revolution, and gut-friendly products like Greek yoghurt gain favour, when it comes to breakfast, a large number of urban Indians are still choosing the traditional dishes over western items.

ID Fresh Food started selling rice batter for *dosa* and *idli* in 2005, identifying a white space in the packaged food market. In the 20 years since, the brand has grown to a revenue of ₹681.38 crore in 2024-25 (FY25) while recording a net profit of ₹50.75 crore in the same period.

“Over the last two years, we have witnessed double-digit growth, supported by both an increase in household penetration and higher consumption among existing consumers. The category has benefited from a steady influx of new users,” Rajat Diwakar, chief executive officer (CEO) India at ID Fresh Food told *Business Standard*.

According to a recent FMCG (fast-moving consumer goods) pulse report by market researcher Worldpanel by Numerator (formerly Kantar Worldpanel), ready-to-cook (RTC) mixes is among the two categories to double its volumes in the last two years, adding 18 million new households during the period.

“Primarily driven by batters and mixes that are ready to be cooked, the category is a high potential one for the next decade,” the report stated.

A deep sense of familiarity and emotional connection have powered this growth, Diwakar pointed out. But beyond nostalgia, “these foods are typically prepared fresh and are inherently more wholesome compared to many heavily processed breakfast alternatives. Staples like *idli*, *dosa*, and *upma* are nutritionally balanced, comforting and flavourful, making them a natural choice and relevant across generations,” he added.

Meanwhile, products like cornflakes have witnessed dwindling volumes. According to the researcher, cornflakes have witnessed about 14 per cent volume loss in the last two years. Muesli, oats, and porridge (MOP) have seen growth in excess of 1.5 times in the same time, but batter sales still outweigh these premium options.

For AWL Agri Business Limited, poha sales saw a double-digit year-on-year (Y-o-Y) growth in FY25, underpinned by strong sales across both general trade and alternative channels, the company said, adding that the product’s retail penetration grew by 40 per cent Y-o-Y in FY25.

Orkla India, which owns and operates brands like MTR Foods and Eastern Spices and listed on the bourses earlier this year, too, has witnessed growth on the back of sustained interest in the Indian RTC/ready-to-eat (RTE) category.

The company is working to transform convenience foods in line with consumer needs, and is especially looking to build the breakfast segment with innovations like RTC chilled *dosa* batter,



On the table

- Ready-to-cook mixes among the two categories have doubled the volumes in the last two years
- Products like cornflakes have witnessed dwindling volumes
- For AWL Agri Business Limited, *poha* sales saw a double-digit year-on-year growth in FY25
- Orkla India looking to build the breakfast segment with innovations like RTC chilled *dosa* batter, *upma*, and *puttu* batter.

upma, and *puttu* batter. “In breakfast, we have extended the traditional powder range that we had to a fresh, ready-to-use batter, which has been in the market for the last two years. For Eastern, we have extended it from batter, which has been in the market for the last two years. For Eastern, we have extended it from anything between two hours and eight hours to make. We have got five-minute versions now,” Sanjay Sharma, managing director (MD) and CEO at Orkla India told investors while announcing the company’s September quarter results.

Meanwhile, under the MTR “three-minute range”, it also sells a variety of poha to cater to regional tastes and local consumption habits.

“The Indian breakfast category takes up more shelf space, and is a larger category than other breakfast-related items,” Anuj Singh, CEO, Spencer’s Retail, told *Business Standard* on the sidelines of the recently held CII IndiaEdge 2025 conclave.

According to Deloitte’s August report titled “Spotting India’s prime innovation moment”, the RTC segment volume doubled over 2022-24 (58 per cent growth in 2024) as consumers bought instant *dosa* batters, gravy/pasta mixes and meal kits for speed, yet preferred to “finish cooking at home”.

“We definitely see more people picking up packets of *poha*, and instant variants of *upma*, *pongali*, and even *parathas*. Sales have remained steady when it comes to Indian options, and sales of rice batters have grown. In comparison, sales of western breakfast items like muesli or granola have fallen massively,” said the sales head at a prominent grocery chain based in Delhi-NCR.

TRUHOME FINANCE LIMITED (Formerly Shriram Housing Finance Limited.)				
Truhome FINANCE Head Office: Level -3, Wockhardt Towers, East Wing C-2, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051; Tel: 1800 102 4345 ; Website: http://www.truhomefinance.in Reg.Off.: Srinivasa Tower, 1st Floor, Door No.5, Old No.11, 2nd Lane, Cenatoph Road, Alwarpet, Teynampet, Chennai-600018				
APPENDIX-IV-A [SEE PROVISION TO RULE 8(6)] SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES				
E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with provision to Rule 8(6) of the Security Interest (Enforcement) Rules, 2002.				
Notice is hereby given to the public in general and in particular to the Borrower/s and Guarantor/s that the below described immovable properties mortgaged/ charged to Truhome Finance Limited (formerly M/s Shriram Housing Finance Limited), the Possession of which have been taken by the Authorized Officer of Truhome Finance Limited, will be sold on "As is where is", "As is what is" and "Whatever there is" basis in e-auction on 24-01-2026 between 11:00 a.m. to 1.00 PM. for recovery of the balance due to Truhome Finance Limited from the Borrowers And Guarantors, as mentioned in the table.				
Details of Borrowers and Guarantors, amount due, Short Description of the immovable property, reserve price and earnest money deposit and date of Inspection are also given as:				
Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagers	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details – (AO and Disposal team)
Mr.Chandrasekaran S/o Mr. Gurusamy No. 117 Aathupalayam, Puthupalayam Gettisamuthiram, Anthiyur Erode - 638501 Mrs. Shanthi W/o Mr.Chandrasekaran No. 117 Aathupalayam, Puthupalayam Gettisamuthiram, Anthiyur Erode - 638501	Demand Notice Date: 10-09-2025 Rs. 2726299/- (Rupees Twenty seven lak twenty six thousand two hundred and ninety nine Only) as on 10-09-2025 under reference of Loan Account No. SHLHERDE0000362 with further interest at the contractual rate, within 60 days from the date of receipt of the said notice.	Rs. 37,39,720 /- (Thirty Seven Lakh Thirty Nine Thousand Seven Hundred Twenty Only)	24- JAN- 2026	Mr.S.James Clement 7200281906 Mr. M.Selvakumar 9444224367
		Bid Increment: Rs.10,000/- (Rupees Ten Thousand Only) and in such multiples.	Auction Time: 11:00 AM to 1:00 PM	Mr.L.Murali- 7904688478
		Earnest Money Deposit (EMD) (Rs.)	Date of Inspection: 20-01-2025	Date of Inspection : 11.00 A.M to 4.00 PM
		Rs. 3,73,972 (Three Lakh Seventy Three Thousand Nine Hundred and Seventy Two Only) Last date for submission of EMD : 23-01-2026 Time 10.00 a.m. to 05.00 p.m.		
Description of Property				
All part and parcel of the property situated at Erode Registration district, Anthiyur Sub Registration district, Anthiyur Taluk, Brammadesam Village, RS No.316/1A1 , RS No.316/1A2A, 316/14A3, 318/2A, 318/2, 2A, 3A Lands are converted as house plots and named as "R.V.S. Nagar" Site No.72 situated in the following boundaries West : Site No.89 , North : Site No.71 , South : Site No.73 , East : 23 Ft wide North South Road Total extend of the property is 1500 Sq.ft as per the revenue record Current SF No.316/14A3 With all easement and pathway Rights.				
Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagers	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details – (AO and Disposal team)
Mr. Padmanaban S/o Mr. Nagarajan No.136, Pachiamman Nagar, Putheri Road, Kannakurichi Salem - 636008 Mrs. Indirani W/o Mr. Padmanaban No.136, Pachiamman Nagar, Putheri Road, Kannakurichi Salem – 636008 Mr. Arunkumar S/o Mr. Padmanaban No.136, Pachiamman Nagar, Putheri Road, Kannakurichi Salem - 636008	Demand Notice Date: 10-09-2025 Rs. 19,22,724/- (Rupees Nineteen lak twenty two thousand seven hundred and twenty four Only) as on 10-09-2025 under reference of Loan Account No. SHLHERDE0000457 with further interest at the contractual rate, within 60 days from the date of receipt of the said notice.	Rs. 24,24,330 /- (Twenty Four Lakh Twenty Four Thousand Three Hundred and Thirty only)	24- JAN- 2026	Mr.S.James Clement 7200281906 Mr. M.Selvakumar 9444224367
		Bid Increment: Rs.10,000/- (Rupees Ten Thousand Only) and in such multiples.	Auction Time: 11:00 AM to 1:00 PM	Mr.L.Murali- 7904688478
		Earnest Money Deposit (EMD) (Rs.)	Date of Inspection: 20-01-2025	Date of Inspection : 11.00 A.M to 4.00 PM
		Rs.2,42,433(Rupees Two Laksh Forty Two Thousand Four Hundred and Thirty Three Only) Last date for submission of EMD : 23-01-2026 Time 10.00 a.m. to 05.00 p.m.		
Description of Property				
All part and parcel of the property situated at Erode Registration district, ChennaiMai SRO, Perundurai Taluk , Murungatholuvu Village SF No.443/2A1 Plot No. 228 extend of 2693.7 Sq.ft land with building bounded on the following boundaries West : 23 ft wide South North Common Pathway , North : Site No.229 , South : Site No.227 , East : SF No.442 With all easement and pathway Rights.				
1) For detailed terms and conditions of the sale, please refer the website of Truhome Finance Limited (Formerly Shriram Housing Finance Limited) website. 2) The intending bidders have to submit their EMD amount to be deposited by way of RTGS/NEFT to the account details mentioned herein below: BANK NAME: AXIS BANK LIMITED BRANCH: BANDRA KURLA COMPLEX, MUMBAI BANK ACCOUNT NO. Current Account No. 911020045677633 IFSC CODE: UTIB0000230.				
Place : Erode Date : 23-12-2025		Sd/- Authorised Officer- Truhome Finance Limited (Formerly Shriram Housing Finance Limited)		

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Truhome FINANCE Head Office: Level -3, Wockhardt Towers, East Wing C-2, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051; Tel: 1800 102 4345 ; Website: http://www.truhomefinance.in Reg.Off.: Srinivasa Tower, 1st Floor, Door No.5, Old No.11, 2nd Lane, Cenatoph Road, Alwarpet, Teynampet, Chennai-600018				
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Details of Borrowers and Guarantors, amount due, Short Description of the immovable property, reserve price and earnest money deposit and date of Inspection are also given as:				
Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagers	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details – (AO and Disposal team)
Mrs. Sugitha bai W/o Nataraja Sivam No.391Lingusamy Compound,Kanagaya Nagar, 1st Street, Tiruppur - 641604 Mr. Nataraja Sivam No.391Lingusamy Compound, Kanagaya Nagar, 1st Street, Tiruppur - 641604	Demand Notice Date: 09-10-2024 Rs. 14,38,930 /- (Rupees Forteen lak thirty eight thousand nine hundred and thirty Only) as on 09-10-2024 under reference of Loan Account No. SHLHTHPR0000102 with further interest at the contractual rate, within 60 days from the date of receipt of the said notice.	Rs.16,89,200 /- (Rupees Sixteen Lakh Eighty Nine Thousand Two Hundred only)	24- JAN- 2026	Mr.S.James Clement 7200281906
		Bid Increment: Rs.10,000/- (Rupees Ten Thousand Only)and in such multiples.	Auction Time: 11:00 AM to 1:00 PM	Mr. M.Selvakumar 9444224367
		Earnest Money Deposit (EMD) (Rs.)	Date of Inspection: 20-01-2025	Mr.L.Murali- 7904688478
		: Rs. 1,68,920(One Lakh Sixty Eight Thousand Nine hundred twenty only) Last date for submission of EMD : 23-01-2026 Time 10.00 a.m. to 05.00 p.m.	Date of Inspection: 20-01-2025 Inspection Time : 11.00 A.M to 4.00 PM	
Description of Property				
All part and parcel of the property situated Tiruppur Registration District, Kangeyam Sub Registration district, Kangeyam Taluk, Nelali Village, SF No.490/4A1A1A1 Government officers Nagar Phase –II House Plot 41 western portion to the extent of 1000 Sq.ft or 92.90 Sq.Mtr land with building bounded on the following. West: House Plot 40 , East: House Plot 41 Eastern Portion North : House Plot 46 Part, South : 40 feet East west layout Road with all easement and pathway rights.				
Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagers	Amount of Recovery and date of Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details – (AO and Disposal team)
Mr. Prakash M No. 153/2A SS Garden Karuvalur Coimbatore - 641670 Mrs. Kanagalakshmi W/o Mr. Prakash M No. 153/2A SS Garden Karuvalur Coimbatore - 641670	Demand Notice Date: 11-08-2025 Rs. 707308 /- (Rupees Seven lak seven thousand three hundred and eight Only) as on 07-08-2025 under reference of Loan Account No. STUHTHPR0000615 and Rs. 2182112/- (Rupees Twenty one lak eight two thousand one hundred and twelve Only) as on 07-08-2025 under reference of Loan Account No. SHLHTHPR0000178 with further interest at the contractual rate, within 60 days from the date of receipt of the said notice.	Rs.37,73,720/- (Thirty Seven Lakh Seventy Three Thousand Seven Hundred and Twenty only)	24- JAN- 2026	Mr.S.James Clement 7200281906
		Bid Increment: Rs.10,000/- (Rupees Ten Thousand Only)and in such multiples.	Auction Time: 11:00 AM to 1:00 PM	Mr. M.Selvakumar 9444224367
		Earnest Money Deposit (EMD) (Rs.)	Date of Inspection: 20-01-2025	Mr.L.Murali- 7904688478
		: Rs. 3,77,372(Rupees Three Lakh Seventy Seven Thousand Three Hundred and Seventy Two Only) Last date for submission of EMD : 23-01-2026 Time 10.00 a.m. to 05.00 p.m.	Date of Inspection: 20-01-2025 Inspection Time : 11.00 A.M to 4.00 PM	
Description of Property				
All part and parcel of the property situated at Tiruppur Registration district, Avinashi Sub Registration district, Avinashi Taluk, Karuvalur Village, SF No.153/1A, 1B, 1C, 2A, 2B, 2C, 4D, 4C, 4A, 4B, 4E lands are converted as house plots and named as "SS Garden" Site No.66 Eastern portion to the extent of 1558 ¾ Sq.ft land with building bounded on the following boundaries West : Site No. 66 Western Side , North : Karuvalur to Morapam palayam Road, South : Site No.62 , East: Site No.64 65 As per Revenue record current SF No.153/2A1 With all easement and pathway Rights.				
1) For detailed terms and conditions of the sale, please refer the website of Truhome Finance Limited (Formerly Shriram Housing Finance Limited) website. 2) The intending bidders have to submit their EMD amount to be deposited by way of RTGS/NEFT to the account details mentioned herein below: BANK NAME: AXIS BANK LIMITED BRANCH: BANDRA KURLA COMPLEX, MUMBAI BANK ACCOUNT NO. Current Account No. 911020045677633 IFSC CODE: UTIB0000230.				
Place : Tiruppur Date : 23-12-2025		Sd/- Authorised Officer- Truhome Finance Limited (Formerly Shriram Housing Finance Limited)		

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