



NEWSLETTER

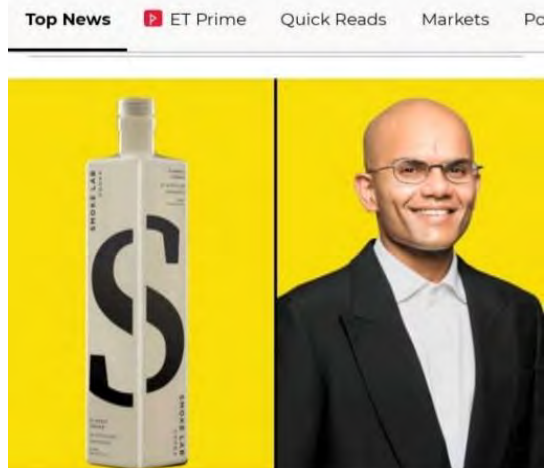
The Internal Newsletter of NV Group

Director Speaks

Smoke Lab Vodka is spicing up at-home drinking with the first-ever premium homegrown vodka.

Smoke Lab Vodka has created ripples in India and expanded to international markets as well despite the raging pandemic. However, to target the right consumer base, Smoke Lab requires focused retail partnerships, promotions, and visibility in terms of shelf space.

As chilling at pubs and bars becomes a distant dream, people are taking to home-drinking sessions in a big way. This has led to new preferences among consumers who may not be adept in mixing complicated cocktails, but are trying a new trend cutting across alco-bev categories.



Happy to announce that smoke Lab Vodka has been featured in the Economic Times.

Smoke Lab Vodka's packaging design



Note: The packaging of the bottle is premium, with a cork closure to retain the authentic flavour

Source: ET Prime research

ETPrime



#TOGETHERWECAN#

India is celebrating the 75th Independence Day this year. We as a proud Indian are excited to celebrate the biggest festival of the country "Azadi Ka Mahotsav". Remembering all the freedom fighters and their contribution they made to this country to be free and independent.

Marking the 75th Independence Day, Prime Minister Shri Narendra Modi hoisted the National Flag and addressed the nation from the ramparts of the Red Fort in New Delhi. Similarly, at the Head Office and Units we had celebrated Independence Day.

At Rajpura Unit the National flag was hoisted, and *Mr. Aditya Mishra* was the Guest of Honor considering his long association with the NV Distilleries & Breweries Pvt Limited, Rajpura. He has been working since October 2009.



Also, we had organized the vaccination drive for the second dose for the employees at Rajpura Unit. Employee's health and safety is our utmost priority. We collaborated with the Health Dept. & vaccinated direct and indirect employees working at Rajpura Unit.

SALES & MARKETING - SMOKELAB VODKA



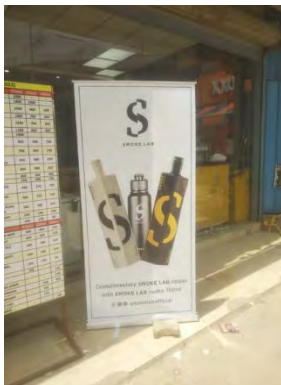
NV Sales and Marketing team has planned an event “Comedy Nights at Quorum” at Quorum club Gurugram. Quorum conducted smoke comedy nights where smoke vodka was exclusive in the category.

The comedy nights star was Harsh Gujral who has a huge fan following. He has a good viewership on YOUTUBE.

RACKS INSTALLED AT SECTOR 31 G TOWN WINES - GURUGRAM



SMOKE SIPPER PROMOTION



Promotion of 1 Sipper bottle with
SMOKE CLASSIC ANISEED
750 ML

The promotion was carried out across
– U.P. AND HARYANA , soon will be
implemented in DAMAN



BMG VAP PROMOTION

- Promotion of 2 Tonic Bottles on BMG 750 ML bottles and 1 Tonic with BMG 375 ML bottles
- The promotion was carried out across – U.P. AND MAHARASHTRA , soon will be implemented in HARYANA
- The overall response from the markets is very good on the GIN as well as the promotion & best part is that we are getting repeat orders.



COCKTAIL OF THE MONTH

CAMELLIA

The name comes from the scientific term of the tea, this is a spirit – forward cocktail which employs the use of Taiwanese oolong tea liquor mixed with Campari and Anise

Glassware: Cocktail Coupe

Ingredients

- 30 ml Smoke Vodka Aniseed
- 15 ml Taiwanese oolong tea liquor
- 15 ml Campari

Method

Stir all the ingredients over ice.



EMPLOYEE ENGAGEMENT AT UNIT

NV's human resource department always thinks and works towards keeping the employees engaged and aligned to the business by arranging employee engagement activities at the unit level. It plays an important role as employees are our assets, and we value them.

At NVDBPL Rajpura the on-job security training was organized so that all the security at the Unit would be alert, ready to handle the situations to keep the safety and security of the Unit and train to do the job in a better way.

In the same direction, the basic knowledge of fire and a practical demonstration was given to employees to handle the critical situation if it occurs.



EMPLOYEE OF THE MONTH

NV's leadership teams have always supported & developed a positive culture, whereby everyone feels valued for the work they do and are recognized for the contribution they make in their area

Mr Kulwant Singh, presently working as a fitter in the Mechanical department at NVDPL, Badholi. He takes care of the maintenance of pumps and machines in the production section.

There was a fault with the Agitator machine of fermenter No 1 in the production area, it has to be rectified on time to reduce the production loss. He identified the problem and rectified the same in a minimum time frame so that target production can be achieved within time. He has saved approx. 80 thousand rupees of production loss.

We appreciate the attentiveness and prompt action of Mr. Kulwant Singh.



दैनिक भास्कर अम्बाला भास्कर 18-08-2021

खेलो हरियाणा के लिए खिलाड़ियों का चयन, 100 मीटर दौड़ में अविरल अत्वल

विजेता खिलाड़ी 27 से 29 अगस्त तक होने वाले खेलो हरियाणा मुकाबलों में हिस्सा लेंगे

भास्कर न्यूज़ | अम्बाला

खेलो हरियाणा के लिए मंगलवार को विभाग खेल सेंटरों में खेलों के ट्रायल किए गए। कैंट के वार हीरोज मेमोरियल स्टेडियम में जिम्नास्टिक व बॉक्सिंग के ट्रायल हुए जबकि आनंद मेमोरियल स्पोर्ट्स कॉम्प्लेक्स में बैडमिंटन के ट्रायल हुए। जीएमएन कॉलेज में हॉकी के, सिटी सेक्टर-10 खेल स्टेडियम में मुख्य कोच सुधा भसीन की देखरेख में एथलेटिक्स के ट्रायल हुए। एथलेटिक्स में 100 मीटर व 200 मीटर दौड़ में सिटी की छात्रा अविरल शर्मा प्रथम रही। वहीं शॉटपुट एवं जेबलिन थ्रो में नारायणगढ़ की भारती प्रथम व दशमीत कौर द्वितीय रही। इसके अलावा वेट लिफ्टिंग, लंबी कूद, ऊंची कूद, कबड्डी और खो-खो आदि मुकाबलों में भी खिलाड़ियों ने हिस्सा लिया। विजेता खिलाड़ी 27 से 29 अगस्त तक होने वाले खेलो हरियाणा मुकाबलों में हिस्सा लेंगे। डीएसओ एन सत्यन ने बताया कि सेंटरों में खिलाड़ियों का चयन किया गया है। रिपोर्ट कंपाइल होने पर चयनित खिलाड़ियों के नामों की घोषणा की जाएगी।

अम्बाला सिटी | राजीव गांधी स्टेडियम में दौड़ में भाग लेती छात्राएं।



Our employee, Mr. Sanjay Sharma working at Rajpura in Dispatch Section, and his daughter, Ms. Aviral Sharma has ranked first in a race competition for 100 Meters and 200 Meter conducted by “Khelo India Pratiyogita” at the District level in Ambala (HR). Aviral Sharma is a medical student studying in class 10+1.



EMPLOYEES BIRTHDAY @ UNIT

We believe in celebrating the important day of the employee working with us. At NV we take an opportunity to celebrate the birthday of employees at the end of the month. At Rajpura Unit, HR has initiated and planted a tree in the factory premises on an employee's birthday. This is a good way to save the environment and keep mother nature alive.



EMPLOYEES BIRTHDAY @ HEAD OFFICE

Ms. Neha Gupta, Director – HR, Admin & Commercial based at NV Corporate office, New Delhi.

She enjoys doing Pilates and yoga, reading on nutrition and holistic healing. She was born on 19th August.



Ms Sanya Jain, Sr. Vice President – Corporate Affairs based at NV Corporate office, New Delhi.

She enjoys reading & designing. She was born on 19th August.

Mr Abhishek Chaudhary, Deputy Manager - Purchase based at NV Corporate office, New Delhi.

He enjoys reading a newspaper and playing cricket. He was born on 21st August.



Mr Amit Kumar Singh, Deputy Manager – IT Support based at NV Corporate office, New Delhi.

He enjoys playing cricket. He was born on 29th August.



NEW MEMBER OF NV FAMILY



Ms. Sonal Arun Bagul has joined as Key Account Manager based at Mumbai.

She has done Masters in Commerce from Mumbai University. She has worked for Maxval Technologies Pvt. Ltd., Cynosure Eventertainment, White Owl Brewery Pvt. Ltd., and The Little Easy before joining us.

She reports to Mr. Aditya Gaikwad (RSM – West).

Her official email id is Sonalbagul@nvgroup.co.in and can be reached on 09664347516.

Mr. Devendra Singh Solanki has joined as “Manager – Commercial & F&A” , Raipur, Chhattisgarh.

He has done MBA (Finance) from IMS, Indore (MP). He has worked for M/s Ruchi Soya Industries Ltd., Adani Wilmar Ltd., Radico Khaitan Ltd., NV Distilleries & Breweries Pvt. Ltd. and Mukta MMPCL before joining us.

He reports to Mr. Arjun Singh- AGM Bottling .

His official email id is Devendrasolanki@nvgroup.co.in and can be reached on 09630000472.



Mr. Suraj Gotra has joined as Area Sales Executive – IMFL based at Chandigarh.

He has done B.Tech. from Punjab Technical University. He has worked for Radico Khaitan Ltd., Adie Broswon Pvt. Ltd., Sugliq Global Pvt. Ltd. and Piccadily Agro Industries Ltd. before joining us.

He reports to Mr. Bhupinder Mehal (Sr. GM - Sales).

His official email id is Surajgotra@nvgroup.co.in and can be reached on 09779332275.

Mr. Vineet Kumar Pal has joined as Area Sales Executive – IMFL based at Lucknow.

He has done MBA from Punjab Technical University. He has worked for Aegis BPO Ltd., Kamuna Group of Companies, Tech Mahindra, Indo Spirit Distributions Ltd., and Aayanash Group before joining us.

He reports to Mr. Gautam Prasad (Key Account Manager).

His official email id is VineetPal@nvgroup.co.in and can be reached on 09936693324.





Mr. Rupendra Kumar Gupta has joined as Area Sales Executive – IMFL based at Jhansi.

He is graduated from Allahabad University, Allahabad. He has worked for Dindayal Aushadhi Pvt. Ltd., Shaw Wallace Distilleries Ltd., India Glycols Ltd., Dhariwal Industries Ltd., APIS India Ltd., and Mohan Meakin Ltd., before joining us.

He reports to Mr. Charanpal Singh (Area Sales Manager – Central UP).

His official email id is RupendraGupta@nvgroup.co.in and can be reached on 09670039319.

Mr. Shyam Datt Joshi has joined as Assistant General Manager – IT based at Head Office, New Delhi.

He is graduated from Kumaun University, Nainital. . He has worked for Raga System, Orbit Software Systems, Ranutrol Limited, Orbit Infosystems Pvt. Ltd., Saga Clothing Company. Pvt. Ltd., Forge India Pvt. Ltd and Freelancer before joining us.

He reports to Mr. S G Roy.

His official email id is shyamjoshi@nvgroup.co.in and can be reached on 08800613385.



Mr. Gaurav Srivastava has joined as Area Sales Executive- IMFL Head quarter Kanpur.

He is graduated from Kanpur University. He has worked for United Spirits Ltd., Radico Khaitan Ltd., Alcobrew Distilleries India Pvt. Ltd., Superior Industries Ltd., and India Glycols Ltd. before joining us.

He reports to Mr. Gautam Prasad (Key Account Manager)

His official email id is Gauravsrivastava@nvgroup.co.in and can be reached on 09369888361.

We wish you all a grand success and a long fruitful association with us.

