



NEWSLETTER

The Internal Newsletter of NV Group

Director Speaks



Festivals form a very important aspect of human lives. They celebrate brotherhood, sharing, and the social nature of humans. One such festival is Diwali. It is celebrated by Hindus to mark the arrival of Ayodhya's King Rama after a fierce and bloody battle with the demon king Ravana. It celebrates the basic theme of the victory of light against the dark. Our human minds are well-equipped with the ethos of social and behavioral patterns that form intricate relationships with people around us. Festivals are the perfect way to know your neighbors and celebrate with them. Diwali teaches us to be kind to everyone and has a patient heart and mind to wait for good results to come through. Our beliefs shape our minds; therefore, we must never lose faith in festival.

People also worship goddess Lakshmi and Lord Ganesha on the eve of Diwali. Lord Ganesha, known as a demolisher of obstacles, is worshipped for wisdom and intellect. Also, Goddess Lakshmi is worshipped on the occasion of Diwali for wealth and prosperity. Diwali puja is said to evoke the blessings of these deities.

Another milestone in the history of Smoke Lab – **A Grand Gold Medal for Smoke Vodka Aniseed** from Spirits Selection Awards by Concours Mondial De Bruxelles 2021. It's truly an honour!!



Delighted to have been recognized as one of the **Promising Brands 2021** by **Economic Times**.



Ms. Sangeet, Vice President – Marketing (Smoke Lab) won the **MOST INFLUENTIAL MARKETING LEADERS LISTING BY WORLD MARKETING CONGRESS**.



#TOGETHER WECAN#

Motivation is very important for the overall development of the personality and mind of the people. It also puts a person in action and in a competitive state. Furthermore, it improves efficiency and desire to achieve the goal. It leads to stability and improvement in work. Above all, it satisfies a person's needs and to achieve their goals. It helps the person to fight his negative attitude. The person also tries to come out of their comfort zone so that they can achieve their goal. Motivation is one of the key elements that help a person to be successful. A motivated person tries to push his limits and always tries to improve his performance day by day. Also, the person always gives their best no matter what the task is. Besides, the person always tries to remain progressive and dedicated to their goals.



DIWALI PUJA

The auspicious occasion of Diwali is celebrated on 04th November 2021. The festival symbolizes the victory of light over darkness. On this day, Goddess Lakshmi and Lord Ganesha are worshipped and puja is performed at home as well as at the workplaces. On 03rd November 2021 at NV, Corporate office & all the Units we have organized Diwali Puja.



SMOKE LAB EVENTS

Smoke Lab Bar Takeover @ PINGS BIA HOI

A Lively Garden Restaurant Pings Bia Hoi situated in Goa. This place is an all-round crowd-pleaser with a great vibe, delicious food. We took over Pings Bia on 18th November 2021. Mr. Olson Pereira curated special cocktail menu for the night.



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SMOKE LAB
VODKA
X
PINGS BIA HOI, GOA





ARTWORK

70+ Invitees + Patrons

DATE – November 18, 2021

VENUE – PINGS BIA HOI, GOA



Alchemy with Qilla Records (Smoke Lab Vodka & BMG) @ PINAKIN

Pinakin Beach Cafe in Vagator, Goa is a top player in the category Restaurants in the Goa. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Goa. We took over Pinakin on 19th November 2021.



SMOKE LAB
VODKA

x

ALCHEMY VOL 2 @ PINAKIN





Smoke Lab Bar Takeover @ BAR TESOURO

Bar Tesouro situated in Colva, Goa. This place is an awesome place with excellent food and outstanding cocktails. We took over Bar Tesouro on 21st November 2021. Mr. Olson Pereira curated special cocktail menu for the night.



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SMOKE LAB
VODKA
x
TESOURO

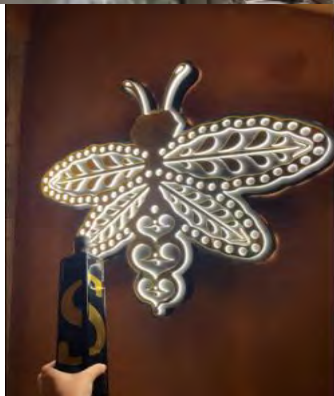




ARTWORK

80+ Invitees & Patrons

DATE – November 21, 2021
VENUE – TESOURO, GOA



Smoke Lab participated at ProWine held at The St. Regis, Mumbai.

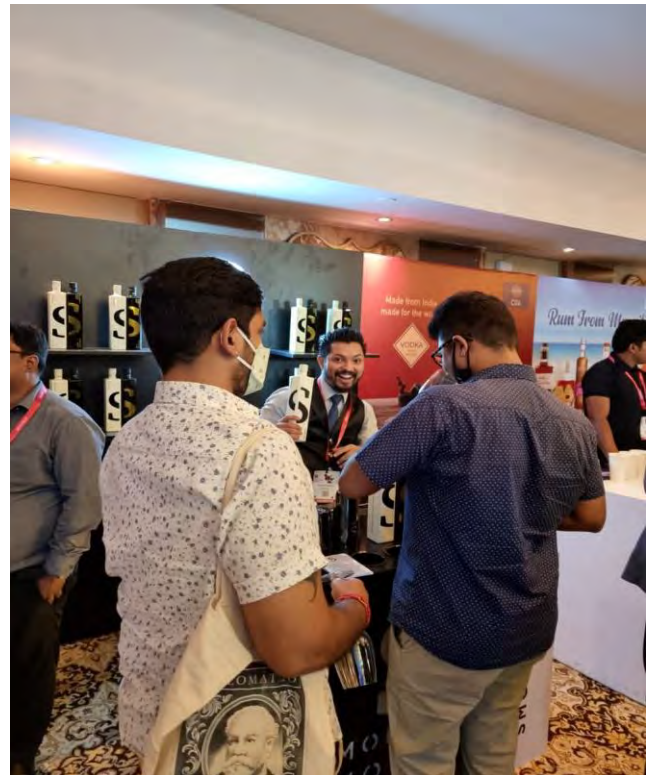
Smoke Lab set up a pod where our **BA Garrimella Vishwanath Venkat** interacted with the attendees & talked about the brand & made them try our Vodka.

About ProWine

ProWine Mumbai will bring together the Wine and Spirit fraternity to a major international event in Mumbai with a fully-fledged trade fair with a comprehensive conference program.

ProWine Mumbai is jointly organized by Messe Düsseldorf India, one of the leading trade fairs companies in India and All Things Nice, which is India's leading wine, spirits and luxury marketing consulting and events agency.

This initiative provides an opportunity to create a unique meeting point for the entire wine and spirit market in India, where the community and industry experts join to further cultivate the growth of the industry.



COCKTAIL OF THE MONTH

SMOKARONI

A variation on the Negroni showcasing the versatility of the Vodka in the space traditionally occupied by Gin.

GLASSWARE – High ball

INGREDIENTS

- 20 ml Smoke Lab Vodka Aniseed
- 20 ml Campari
- 10 ml Rioja Wine
- 10 ml sweet Vermouth
- 2.5 ml pomegranate and strawberry tea syrup
- Cherry wood shavings (For Smoke Lab)



METHOD

Stir the ingredients and pour over ice. This can be served with or without the cherry wood Smoke lab.

EMPLOYEE ENGAGEMENT AT UNIT

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

At NVDBPL Rajpura the Basic knowledge of Fire & Practical demonstration was organized, so that all the security at Unit will be alert, ready to handle the situations to keep the safety and security of the Plant and trained to do use Fire Extinguisher in a better way.





EMPLOYEE OF THE MONTH



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

Mr. Sandip is currently working as a Asst. Weighment based at **Badholi**, Haryana. He is very punctual in weigh bridge operation and doing great efforts to proper weighment of the entire vehicles very carefully. He checked all the vehicles very carefully and ensure that there is no discrepancy in loading and unloading of vehicle. He is also raising account invoices like cattle, CO2 as and when required by AGM (F&A).

Mr. Amandeep Singh is currently working as a Executive Warehouse based at **Rajpura**. He is very hardworking employee and has done highest ENA dispatch of 2,80,000 BL without any issue.

We appreciate Sandip & Amandeep contribution and wish them all the very best.



ON THE SPOT AWARD



Mr. Virender Nath Chaturvedi is currently working as a Senior Plant Operator in Rajpura unit. He checked the stream flow meter and fixed the leakage problem and saved the stream around 1.5 tons per day. We appreciate his hard work.

EMPLOYEES BIRTHDAY @ UNIT

We believe in celebrating the important day of the people who are working as a family here in NV, so we took this initiative to celebrate the birthday of employees at end of the month at the Unit level as well.

Another initiative taken by the Unit HR that on each employee's birthday they will plant a tree in the factory premises, a good way to save the environment and keep the mother nature alive.



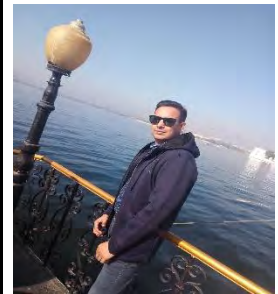


EMPLOYEES BIRTHDAY @ HEAD OFFICE





Mr. Sagar Singh - Assistant Manager – HR is based at NV Corporate office, New Delhi. He likes reading news and playing cricket. Born on 2nd of the November.



Mr. Kamal Varyani – VP Finance & Accounts is based at NV Corporate office, New Delhi. He is a Foodie & loves listening to music. Born on 15th November.

Mr. Dwayne William Abrey, Manager – Business Development is based at NV Corporate office, New Delhi. He likes sports & music. Born on the 16th of November.





Mr. Jay Kumar - Senior Executive – F&A is based at NV Corporate office, New Delhi. He is a foodie and like watching movies. Born on 16th November.

Mr. Himanshu Maheshwari – Manager Finance is based at NV Corporate Office, New Delhi. He likes travelling, cooking & reading. Born on 19th November.



Mr. Varun Jain, Director – Sales & Marketing of NV Group. He loves driving on the race track and collecting sneakers. Born on 21st November.

Mr. Sahib Singh - Graphic Designer is based at NV Corporate office, New Delhi. He likes Swimming and watching movies. Born on 21st November.



NEW MEMBER OF NV FAMILY



Ms. Aqanksha Jain has joined us as “**Dy. Manager – Trade Marketing**” in NVDPL based at Head Office, New Delhi on 10th November'2021.

She is B.Sc. (Marketing Management) from University of Manchester. She worked interiliac for M/s. Hindustan Carbide Pvt. Ltd. before joining us.

She will be reporting to **Ms. Sangeet Chaudhary, Vice President -Marketing.** Her official email-id is aqankshajain@smokelabvodka.com & can be reached on +91 - 9910471475.

Mr. Virender Singh Bisht has joined us as “**Assistant Manager –Administration**” in NVDBPL based at Head Office, New Delhi on 12th November'2021.

He is B. Com from Mahatma Gandhi University, Meghalaya. He worked interiliac for M/s. Oyo Hotels & Homes Pvt. Ltd., Celebration Events, Fariyas Hotel, MBD Radisson Hotel and Taj Palace Hotel before joining us.

He will be reporting to **Mr. Arun Kumar, Asst. Vice President- HR & Admin.** His official email-id is admin10@nvgroup.co.in & can be reached on +91 –8826908774.





Ms. Samridhi Kapoor has joined us as “**Assistant Manager – HR**” in NVDBPL based at Head Office, New Delhi on 15th November'2021.

She has PG Diploma in Human Resource from IIPM, Noida. She worked interiliac for M/s. Rahman Industries Ltd., Globex Group, Perfetti Van Melle and The Credit Deal LLC before joining us.

She will be reporting to Mr. Arun Kumar, Asst. Vice President – HR & Admin. Her official email-id is samridhikapoor@nvgroup.co.in & can be reached on +91 - 8826008201.

Mr. M S Ramraj has joined us as “**Asst. Vice President (Sales)**” in NVDBPL on based at Hyderabad on 22nd November, 2021. He will be responsible for Andhra Pradesh and Telangana Sales.

He is MBA from Osmania University, Hyderabad. He worked interiliac for M/s. UB Group, BDA Ltd., Vodafone Essar Ltd., ICICI Bank, Idea Cellular Ltd., ABD Pvt. Ltd., Jagatjit Industries Ltd., Lionsgate Breweries Pvt. Ltd., National Industrial Corporation Ltd. and Oasis Distilleries Ltd. before joining us.

He will be reporting to Chairman. His official email-id is msramraj@nvgroup.co.in & can be reached on +91 –9848008999.



Mr. Eshwar Sahu has joined us as “**Asst. Manager – HR & Admin.**” in NVDBPL based at Raipur, Chhattisgarh on 23rd November, 2021.

He will be responsible for HR & Administrative work of Raipur.

He is Post Graduate from Pt. Ravishanker University, Raipur. He worked interiliac for M/s. Real Ispat & Steel Ltd., Hira Power & Steels Ltd. and Rama Power & Steels Pvt. Ltd. before joining us.

He will be administratively reporting to **Mr. Arjun Singh, AGM-Manufacturing** and functional reporting to **Mr. Arun Kumar, AVP – HR & Admin.** His official email-id is eshwarsahu@nvgroup.co.in & can be reached on +91 – 9977636562.



Mr. Manish Bhardwaj has joined us as “**AGM – Excise Liaisoning**” in NVDBPL based at Rajpura Unit on 26th November'2021.

He will be responsible for Excise Liaisoning work of Rajpura unit. He is Graduate from Punjab University, Chandigarh. He worked interiliac for M/s. Mount Shivalik Breweries Pvt. Ltd. and NV Distilleries & Breweries Pvt. Ltd. before joining us.

He will be reporting to **Mr. Jasbir Singh Dhiman, AVP – Technical**. His official email-id is rajpuraexcise@nvgroup.co.in & can be reached on +91 – 9316052555.



Mr. Vijay Kumar has joined us as “**Sr. Manager – Procurement**” in NVDBPL based at Rajpura Unit on 29th November, 2021.

He will be responsible for Procurement work of Rajpura unit. He is M. Com from H P University, Shimla. He worked interiliac for M/s. Johnson Lifts Pvt. Ltd., Ranger Breweries Ltd., Oasis Group and Lahag Spirits Pvt. Ltd. before joining us.

He will be administratively reporting to **Mr. Jasbir Singh Dhiman, AVP-Technical** and functional reporting to **Mr. Rajbir Shishodia, AVP – Commercial**. His official email-id is vijaykumar@nvgroup.co.in & can be reached on +91 – 9816704404.

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

