



NEWSLETTER

The Internal Newsletter of NV Group

CEO SPEAKS

Mark Twain once said, “The secret of getting ahead is getting started” and we have followed the same and have signed MoU with Zimbabwean Government to start our distillery outside of India which is expected to be fully functional in next 1½ years, this activity happened on 14th Mar’22 in Dubai, where both our Chairman Mr. Ashok Jain and our CEO Mr. Varun Jain went to sign the MoU.

This MoU is being done between NV Group and Agricultural & Rural Development Authority (ARDA) to produce crops on ARDA owned estate for processing through distillery. NV Group will invest approx. US \$250 million and provide employment to approx. 5,000 people with this investment.

CEO Interview: <https://bit.ly/NVGARDA>



#TOGETHERWECAN#



International Women's Day (8th March) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality. This year International women's day theme is **"Gender equality today for a sustainable tomorrow."**

In order to spread the message of gender equality, recognize and celebrate the accomplishments and contributions of women in various fields, and work towards the creation of a society free of all gender biases, stereotypes, gender parity, and discrimination as a whole, Women's Day is celebrated on March 8. During this day, people express their gratitude to the strong, clever, talented, and just remarkable women who have influenced them.

She is a Dreamer, she is a believer, she is a doer, she is an achiever, and that she is **"You"**.

We had organized Lunch at Connaught Club House, New Delhi for all the female employees of the Head Office along with surprise gifts.



POSH TRAINING

POSH training was organized for executives and workers on 23rd March'2022 at Head Office & on 24th March'2022 at NV Badholi & Rajpura Unit.

POSH training is aimed to provide a concrete understanding about the ways and means that must be adopted by the organizations to prevent any sexual mishaps, protection of the employees under the law governing all such mishaps and what constitutes as sexual harassment.



Every year we are giving awareness training on POSH and its objective is to make employees familiar with various aspects, definitions & consequences of harassment within a workplace.

Secondly, to train internal committee members effectively to equip them with a better understanding of situations wherein the POSH act is applicable & how to better deal with such issues.



Volunteering your time to support a cause you are passionate about is something you will never regret. It will enrich your life, familiarize you with your community, and connect you to people and ideas that will positively impact your perspective for the rest of your life. Helping your community is an opportunity for you to grow as a person, to better understand how you fit into the world around you.

The purpose of NV Group is always to commit to society and believes in giving back to them in the best possible way.

National Organisation for Social Empowerment (NOFSE) is a registered NGO working for the differently abled and underprivileged of our community. **NV Distilleries and Breweries Pvt Limited** supported NGO by distributing T shirts, power banks and meals to 1200 people in Delhi.





SMOKELAB VODKA – INTERNATIONAL MARKET



Smoke Lab Vodka sales taking off like a rocket in the USA

We have opened the Nashville market and hired a new State Manager to run it. Our New Nashville State Manager is Alex Rodriguez and he comes to us with 17 years of impressive industry experience. Alex began with MillerCoors and Pernord Ricard USA (Del Maguey, Lillet, Powers formerly Plymouth. He has On/Off premise relationships in the market. He is a music lover. He is launching Smoke Lab with Best Brands on April 7 in Nashville. With a combination of a big company and entrepreneurial company experience as well as strong customer relationships, Alex is the perfect choice to grow the NV business in Nashville.





Best Brands INCORPORATED

The owner of 88 Spirits Hari Dhiman was born less than a mile from the Smoke Lab Distillery and is very proud to be representing the brand.



TRADE and CONSUMER EVENTS in CALIFORNIA

**PALM DESERT
FOOD&WINE**
PRESENTED BY
AGUA CALIENTE CASINOS
March 25-27, 2022



**5th
ANNIVERSARY
MASTERS
OF TASTE**



UPCOMING TRADE and CONSUMER EVENTS IN TENNESSEE



CHATTANOOGA *Summer* *Cocktail* FESTIVAL



RETAIL ACTIVATION WITH DISPLAYS AND 10 TASTINGS PER MONTH IN EVERY MARKET STARTING APRIL 2022!!





SMOKELAB EVENTS



Smoke Lab Bar Takeover @ SIDECAR, Greater Kailash

SIDECAR is known for its awesome bartending, cozy, relaxed atmosphere and live music. The positive vibes are all around. We took over SIDECAR on 08th March 2022 on International Women's day.

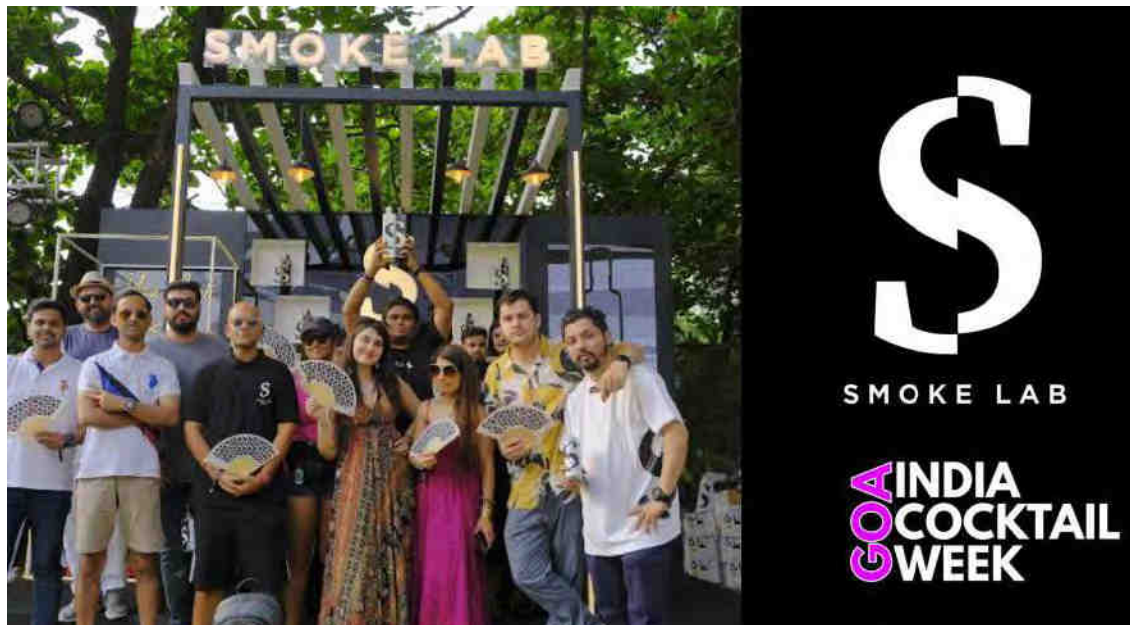






INDIA COCKTAIL WEEK – GOA

India Cocktail Week is the biggest celebration of the country's burgeoning cocktail culture. For this year's Goa edition, the 2-day Cocktail Village happened at The W on March 19-20, 2022.





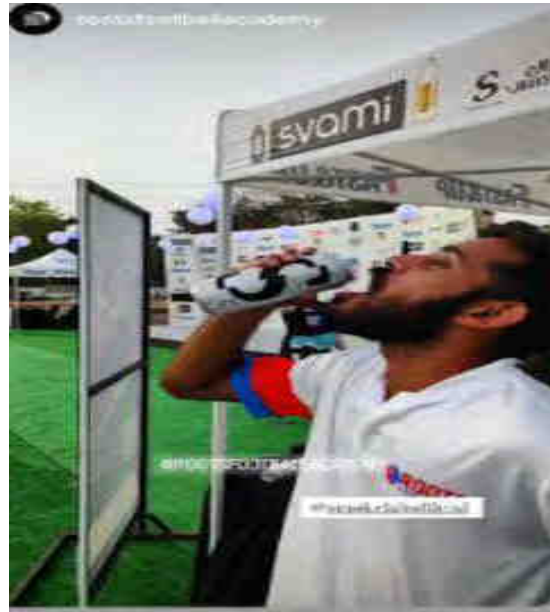


PEOPLES CHOICE BEST BARS 2021

30 Best Bars India 2021 is one of India's most prestigious bar awards hosted by Tulleeho & MW Magazine. Smoke Lab Vodka presented the People's Choice Award for Best Bar 2021.







CDC EXPERIENCE

Crepdog Crew is a multiverse of the most wanted sneakers, hand-picked streetwear products, hype styles from all over the world, and the choicest sound sets from the best brands in the biz. They extended their online marketplace to a 6000 square feet concept store. Smoke Lab Vodka set up a bar at the launch of the store! Planned as a space that fosters community, CDC Experience has been designed as an experiential zone where everyone of different persuasions is welcome, whether you're a sneakerhead, a streetwear enthusiast or just an admirer of the community's vibe.





COCKTAIL OF THE MONTH

ANISE

This drink uses a contemporary classic as the platform to showcase the Anise flavor in the Vodka. The tea helps smoothen the edges from the citrus.

GLASSWARE – Tumbler

INGREDIENTS

- 50 ml Smoke Lab Vodka Aniseed
- 10 ml Vermouth
- 12.5 ml fresh lime juice
- 12.5 ml Sancha tea honey syrup
- 1 egg white



METHOD

In a shaker filled with ice, measure the above ingredients and shake well. Serve strained over ice. Garnish with a sprig of rosemary and a slice of dehydrated orange.

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 **First Aid Training** held in March'2022. Selected employees from different department participated in training. This is very helpful for any emergency situation during day and night plant operations.



At NVDBPL, Rajpura **General Fire & Safety Training** on use of Fire Extinguisher 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



At NVDBPL Rajpura **Safety Week** was held from 04th March to 10th March'22. Employees participated in the same.





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. Bhagwan Verma is currently working as a Operator in Production department at **Rajpura**. He suggested to cover the new pipe with old one to protect from cooling tower acidic water and increase the life of new pipes.

Mr. Anil Kumar is currently working as labeling machine operator cum blending boy based at **Badholi, Haryana**. He is independently handling Blending operations in IMFL section. He is very dedicated, very positive employee and have good knowledge about his work.



We appreciate Bhagwan & Anil contribution and wish them all the very best.



ON THE SPOT AWARD



Mr. Ajay Pal Singh - Assistant Electrician, Mr. Surinder Pal Singh – Assistant Fitter, Mr. Jaspreet Singh – Executive Bottling & Blending, Mr. Pushpender Singh – Supervisor Bottling in Badholi unit. On dated 29th Mar'2022 when country liquor section caught fire due to short circuit in line no.1 pump motor they all took immediate action on fire & control the fire with the use of ABC fire cylinder and avoided a big major accident.





Mr. Santosh Kumar Vishwakarma - Sr Fitter Mechanical and Mr. Manoj Gupta – Turner Mechanical repaired the pump and reduce the water consumption 450 m³/day. Mr. Manpreet Singh – Asst Manager Instrumentation. The Mill was getting tripped due the overcurrent shoots the same has been checked at midnight and removed the fault and saves the production loss.

We appreciate their promptness and hard work and wish them all the very best.

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.



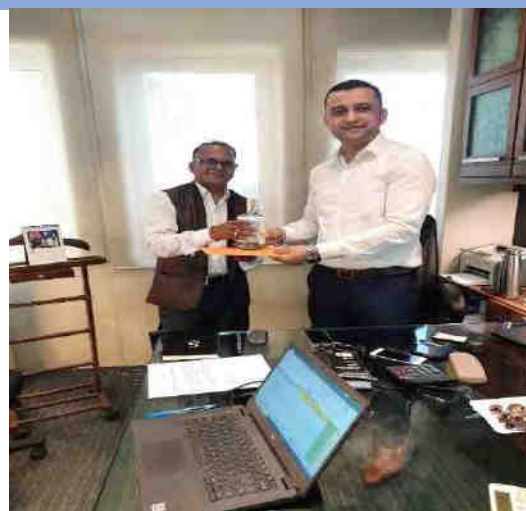


Birthday Celebration @ Raipur Unit







EMPLOYEES BIRTHDAY @ HEAD OFFICE



Ms. Namisha Singh – Executive Assistant to Chairman. She enjoys dancing and experimenting with makeup. Born on 02nd of March.



	<p>Mr. Rajender Kumar – Graphic Designer is based at NV Corporate office, New Delhi. He loves watching cricket and creation in work. Born on 02nd of March.</p>
<p>Mr. Ravi Rai – Manager Brand Promotion. He likes to read about Spirits & liqueurs and enjoys long drives. Born on 16th of the March.</p>	

NEW MEMBER OF NV FAMILY



Mr. Vinay Kumar has joined us as “**Asst. Manager – HR**” in NVDPL based at Corporate Office – Delhi, on 01st March, 2022.

He will be responsible for Payroll, Compliances, HR – MIS & Dashboard.

He is B.A. from Avadh University. He worked for BCH Electric Ltd., Panacea Biotech Ltd. & National Facility Management before joining us.

He will be reporting to **Mr. Arun Kumar, Asst. Vice President (HR & Admin)**. His official email-id is vinaykumar@nvgroup.co.in & can be reached on +91 –8744902427.

Mr. Prasad Vadamodula has joined us as “**Asst. Manager – MIS, Liasoning & Sales**” in NVDBPL based at Headquarter Hyderabad, Telangana on 21st March, 2022.

He will be responsible for Hyderabad – MIS, Liasoning & Sales.



He is B.Sc. from Andhra University. He worked for Allied Blenders & Distillers Pvt. Ltd., Power Brands Enterprises India Pvt. Ltd., Anupama Distributors Pvt. Ltd. & Srikrishna Agencies Pvt. Ltd. before joining us.

He will be reporting to **Mr. M.S. Ramraj, Asst. Vice President – Sales**. His official email-id is prasad@nvgroup.co.in & can be reached on +91 – 9550772288.





Mr. Vijaya Kumar has joined us as “**Area Sales Manager**” in NVDBPL based at Headquarter Tirupati, Andhra Pradesh on 23rd March, 2022.

He will be responsible for Tirupati – Retail Sales.

He is M.B.A. from Andhra University & B.Com. from Osmania University. He worked for Diageo United Spirits Ltd. & Essae Teraoka Ltd. before joining us.

He will be reporting to **Mr. M.S. Ramraj, Asst. Vice President – Sales**. His official email-id is vijayakumar@nvgroup.co.in & can be reached on +91 – 9849696791.

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

