



# NEWSLETTER

## The Internal Newsletter of NV Group

### CEO SPEAKS

I personally believe, our or no industry respects tradition — it only respects innovation. And we cannot be different, we must keep innovating to move forward.

We were in a comfortable space with our existing portfolio, but it's innovation that lead us to do Smoke Lab – India's first premium vodka. We did not stop there, and decided to do a flavored vodka, we innovated and experimented with our own Indian pallet to develop Aniseed flavor.

And we have just started, we will be innovating and building some more fascinating flavours of our **Smoke Lab Vodka** in coming time. Very soon we will be announcing launch of India's very first premium Gin, then Rum, then Whisky and so forth.

Hence, my request to all of you is to put your thinking hats on, keep innovating in your space to find better and efficient ways to do your jobs.



### #TOGETHERWECAN#



Organizations are reintroducing costs as they pursue post pandemic growth opportunities. But while some spending is bouncing back from the austerity of recent years, input shortages and inflation have added a sizable headwind to optimizing costs.

In these conditions, it's even more important to optimize costs without compromising growth.

To prioritize cost optimization opportunities by value, not just the potential to reduce spending.

**Create a prioritized list** of your most promising cost optimization opportunities based on a shared framework.

**Assess the level of impact** of your cost plans across key decision factors/criteria.

**Evaluate the trade-offs** between the benefits, costs, risks, and viability of different cost control initiatives.

**Map cost reductions** on a simple grid to show the trade-offs and help build buy-in for your cost reduction strategy.



## SMOKELAB VODKA – INTERNATIONAL MARKET



### SMOKE LAB SPONSORSHIP OF NASHVILLE WINE AND FOOD FEST

Smoke Lab sampled hundreds of consumers at the recent Nashville Food and Wine Fest. The brand is on fire in the Nashville area with hundreds of new accounts and the brand has sold out twice already with more on the way.



## SMOKE LAB SPONSORSHIP OF MIAMI AND SPIRITS FESTIVAL

Smoke Lab sampled hundreds of consumers at the recent Miami Wine and Spirits Festival. Karen continues to do an incredible job of getting the brand in front of the right consumers at the best events!!

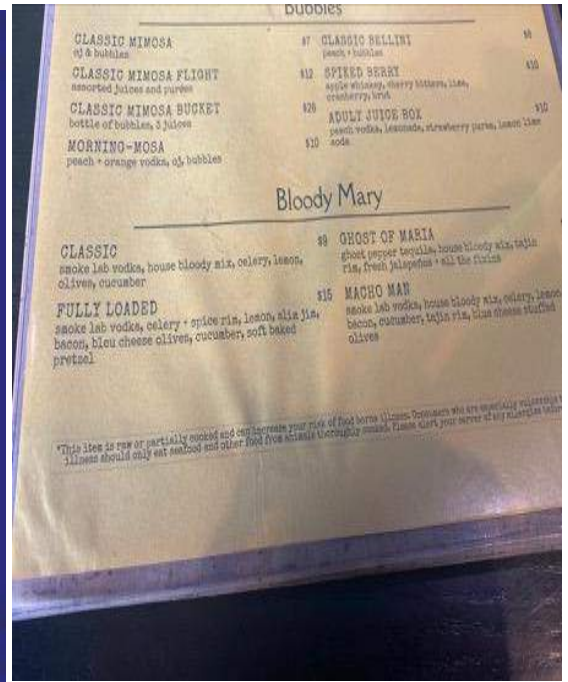


## SMOKE LAB IN CONNECTICUT AND RHODE ISLAND

Patrick is doing amazing in CT and RI. Smoke Lab is being featured at trivia nights, brunch, band nights, and is on many cocktail menus throughout these states. He is truly a superstar, and the brand is getting noticed!!







## SMOKE LAB SPONSORSHIP OF INDIAN FILM FESTIVAL LA

Smoke Lab recently sponsored the Indian Film Festival and we showed up all weekend long. At the Opening and Closing Gala's, Smoke Lab Classic and Aniseed were featured in cocktails and before each film showing there was an info slide about Smoke Lab Vodka. Amazing visibility all weekend long and Varun's friend's wife even spotted us and posted on Instagram!!





## SMOKE LAB LAUNCHES AT SHIPMATES IN LA

Smoke Lab launched at Shipmates and the brand is all over the menu and they put Smoke Lab on their website. <https://www.shipmatessportsbar.com/menu#menu=brews-and-cocktails>







## **SMOKE LAB MENTIONED IN COAST TO COAST NEWSPAPER!!**

The Masters of Taste Event at the Rose Bowl in Pasadena, CA was a major success. Over 500 people sampled Smoke Lab and following the event Smoke Lab was named the favorite spirit of the day by the local newspaper. (The event was sponsored by Beam Suntory so to be named best spirit is a BIG DEAL!! Great job by Dawn!!

*Our favorite spirit of the day was Smoke Lab Vodka, India's 5x Distilled New Age Vodka, both their Classic pure vodka and their Aniseed flavor (made with Aniseed spice – which casts tasty notes of fennel and liquorice). Their featured cocktails the Classic Cucumber Crush and Aniseed Ginger Mint were incredibly smooth and flavorful. Bonus that it's Gluten Free, Vegan, Kosher and love they are a zero carbon footprint company!"*

<http://www.SmokeLabOfficial.com>

<https://ccnewspaper.com/2022/04/the-masters-of-taste-returned-to-the-rose-bowl-in-april-2022-post-coverage/>



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The festival introduced Chef Vanda Aspinella as its first-ever female Head Chef of Masters of Taste 2022. By owner of Ajaya Thai, Aspinella has participated in Masters of Taste since the event's inception in April 2016.

3,000 food and beverage enthusiasts attended the annual event which included fun from over 100 "Culinary Masters" and restaurants, events prepared by L.A.'s top "Sweet Masters," top "Beverage Masters" featured signature handcrafted cocktail tastings from over 20 spirit brands and bars, along with adult wineries, local craft breweries, gold-plated juices, cold brew coffee, live entertainment and more.

2022 Masters of Taste Platinum Sponsor Beaux Savorist presented their House of Savorist Tiny House on the 35 Yard Line along with a Maker's Mark Lounge as well as American Born Whiskey, Dolce Vita Tapas, High Road Sports serving Lucky Dog Salts.

One favorite spot of the day was Simola Los Angeles, India's 5x Certified New Age, Vodka, both their Clavon pure vodka and their Anand favor (made with Anand spice - which uses sixty ratios of lemon and lemongrass). Their featured cocktail the Classic Cucumber Cacha and Anand Ginger Malt were incredibly smooth and flavorful. Bonus that it's Gluten Free, Vegan, Kosher and love they are a zero carbon footprint company! <http://www.simolalocal.com>

Our favorite Wine selections consisted of wide ranging choices of best-to-best Red Wines from Argentina, Cellars of Paso Robles, Golden Star Vineyards of Lodi, and the vegan, non-brandy Oliveira Wines of California.

Here were our picks for our favorite restaurants!

- 1212 Santa Monica Chef Lucia Matia - Santa Monica (Chicken Mac & Cheese)
- Ajaya Thai 2022 Head Chef Vanda Aspinella - Playa Vista (Shrimp Scallops)
- Alexander's Smokehouse Chef Richard Archuleta - Pasadena (Steak & Potatoes)
- Cannery Restaurant - Burbank <http://www.canneryburbank.com> (Dry Aged Sirloin)
- Gregory's Restaurant Nika Shostakovskaya - Anaheim, Long Beach (Cordon's Zucchini)
- Gru's World Famous Fried Chicken - Burbank, Long Beach, Los Angeles (Signature Fried Chicken Bruschetta)
- Misado Chef Jose Alvarado - Hollywood, Los Angeles, Manhattan Beach, Pasadena, Santa Monica (Honey Shrimp Tacos)
- The Raymond 18th Chef Gabriel Cappelli - Pasadena (Spicy Leg with Spanish Puree and Citrus Emulsion)

Our food truck picks at the very first entrance included:

- Kabobitos/Al Fuego - Los Angeles, Orange County (Homemade Falafel)
- The Tropic Truck Lauren Saravia - Los Angeles (Roasted Pork Nachos)

After the generous selections of food and drinks, we actually had more left for our one and only dessert sample of the day, choosing from an assortment of light and fluffy Stained Ice Pops, locally made with fruit and other natural ingredients.

ccnewspaper.com

Tuesday, May 3, 2022 Latest: Stature of naturalism relief strips uses plant-based organic products - April 2022

**Coast to Coast Newspaper**

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**ANNIVERSARY MASTERS OF TASTE**

**Food & Wine Festivals/Conventions & Shows**

**The Masters of Taste returned to the Rose Bowl in April, 2022- Post Coverage**

April 18, 2022 • food about • Rose Bowl, the masters of taste

The Masters of Taste - An Exciting Return to the Pasadena Rose Bowl on April 1, 2022

The Masters of Taste, an outdoor food and beverage festival, returned for its 16th anniversary celebration of Tuesday, April 1, 2022, to the historic football field of the Pasadena Rose Bowl.

The festival introduced Chef Vanda Aspinella as its first-ever female Head Chef of Masters of Taste 2022. By owner of Ajaya Thai, Aspinella has participated in Masters of Taste since the event's inception in April 2016.

Our publication has been in business since 1999. We cover many topics with positive publicity and aim to provide features on all of our stories with contact info and direct website links. Our articles stay up forever and we can put up updates as well. We focus on travel, food, lodging, sports, entertainment, health, product reviews and more. A full list of our topics can be found on our home page.

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## LARGER SCALE EVENTS

In 2022 Smoke Lab will be sampling thousands of consumers at hundreds of events!!







## CHILLED MAGAZINE FEATURE AND ANOTHER GOLD AWARD!!

Another milestone in the history of Smoke Lab – **SAN FRANCISCO WORLD SPIRITS COMPETITION SAN FRANCISCO – GOLD** for Smoke Vodka Classic, **GOLD** for Smoke Vodka Aniseed and **DOUBLE GOLD** for Smoke Lab Package Design. It's truly an honour!!



SMOKE LAB CLASSIC



SMOKE LAB ANISEED



SMOKE LAB PACKAGE DESIGN





We have been featured in **Chilled Magazine**.



## SMOKELAB EVENTS 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.

**SNEAK INTO A FUN-FILLED EVENING!**

**CREPDOG CREW x SMOKE LAB**

**AT CDC EXPERIENCE, GARDEN OF FIVE SENSES, NEW DELHI.**

**17<sup>TH</sup> APRIL, SUNDAY 5PM ONWARDS**

**SMOKE LAB VODKA**

**SWOOSH**

SMOKE LAB CLASSIC, MARTINI SWEET VERMOUTH, CHERRY SYRUP, LIME JUICE, SEPOY & CO. HIBISCUS TONIC WATER

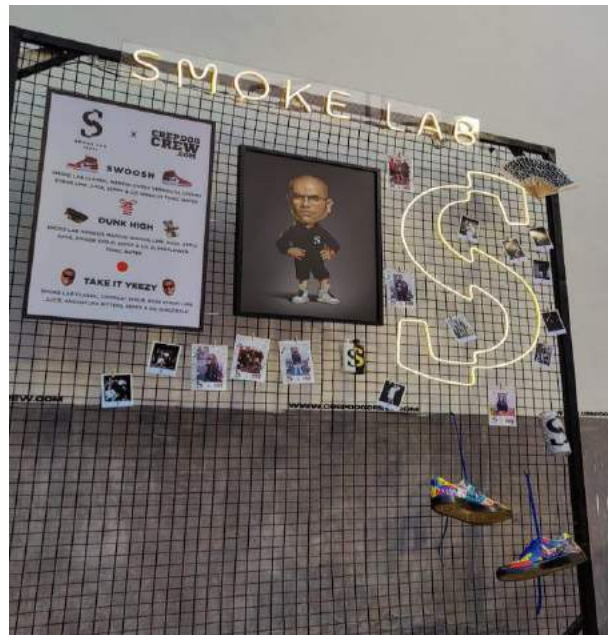
**DUNK HIGH**

SMOKE LAB ANISEED, MARTINI BIANCO, LIME JUICE, APPLE JUICE, GINGER SYRUP, SEPOY & CO. ELDERFLOWER TONIC WATER

**TAKE IT YEEZY**

SMOKE LAB CLASSIC, ORGREAT SYRUP, ROSE SYRUP, LIME JUICE, ANGOSTURA BITTERS, SEPOY & CO. GINGERALE









## COCKTAIL OF THE MONTH

### PRUNUS SPARKLE

Great for the change of season, this lengthy twist on a classic Manhattan offers great comfort to the imbiber. By switching the rye with Smoke Lab Vodka, the drink becomes smoother.

**GLASSWARE** – Tall Glass

#### INGREDIENTS

- 45 ml Smoke Lab Vodka Classic
- 15 ml cherry-infused sweet Vermouth
- 3 drops aromatic bitters
- Classic tonic water



#### METHOD

In a tall glass filled with ice, measure the above ingredients and top up with tonic. Garnish with Vermouth soaked cherries and server.

## 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 **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







## 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. Anurag Kumar is currently working as a operator- warehouse based at **Badholi, Haryana**. He is Very Honest and hardworking employee. He Maintain the warehouse spirit stock and excise documentation independently since march 2022.



We appreciate Anurag contribution and wish him 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





Mr. Prabhat Kumar– CS Trainee. He enjoys listening to music and playing cricket. Born on 12<sup>th</sup> of April.



Ms. Anupama Dhanjani – Manager – Market Audit & Analytics is based at NV Corporate office, New Delhi. She loves dancing, singing, gardening and cooking. Born on 17<sup>th</sup> of April.

Mr. Ankit Sharma – DGM – Company Secretary. He likes to read and doing law interpretation enjoys long drives. Born on 27<sup>th</sup> of the April.





## NEW MEMBER OF NV FAMILY



**Mr. Sandeep Kumar Singh** has joined us as “**Assistant Manager – Sales (IMFL)**” in NVDPL based at Head Quarter, Gurugram on 12th April, 2022.

He will be responsible for Gurgaon Retail Sales.

He has done B.A. from Purvanchal University. He worked for Globus Spirits Ltd., Yamuna beverages Pvt. Ltd., Mahou India Pvt. Ltd., Allied Blenders & Distilleries Pvt. Ltd. & Radico Khaitan Pvt. Ltd. before joining us.

He will be reporting to **Mr. Mohit Sharma ASM(IMFL)**. His official email-id is [sandeepsingh@nvgroup.co.in](mailto:sandeepsingh@nvgroup.co.in) & can be reached on +91 –9654735394.

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**Mr. Manish Dhyani** has joined us as “**Assistant Manager – Finance**” in NVDBPL based at Head Office, Delhi on 20th April, 2022.

He will be responsible for Bank Finance related works.

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He has done ICWA from ICMAI and M. COM from IGNOU. He worked for Ambience Group, Rivigo, Energie Fitness and Dhar & Tiku Co. before joining us.



He will be reporting to **Mr. R.B. Sachan(Associate GM-Finance & Accounts, HO)**. His official email-id is [manishdhyani@nvgroup.co.in](mailto:manishdhyani@nvgroup.co.in) & can be reached on +91 –8448276415.



**Mr. Narendra Singh Yadav** has joined us as “**Deputy Manager(IT)**” in NVDPL based at Head Office, Delhi on 25th April, 2022.

He will be responsible for day to support for IT Infra and Network connectivity within office and plant .

He has done MBA-IT from Sikkim Manipal University and B. COM from Dlehi University. He worked for Karcher Cleaning System, Archohm Consults Pvt. Ltd, Iconma Professional Services and Solution Pvt. Ltd and Gautambudh ford before joining us.

He will be reporting to **Mr. S.K. Gupta(Senior GM-SAP & IT, HO)**. His official email-id is [narendrayadav@nvgroup.co.in](mailto:narendrayadav@nvgroup.co.in) & can be reached on +91 –9899308165.



**Mr. Deepak Girish Chandra Tiwari** has joined us as “Area Sales Executive” in NVDPL based at Thane on 28th April, 2022.

He will be responsible for Thane Retail Sales.

He has done TYB COM from Chinai College from Mumbai University. He worked for Som Distilleries Pvt Ltd., Bacardi India Pvt Ltd and Prestige Alcobev Pvt Ltd. before joining us.



He will be reporting to **Mr. Vinod Yadav-RSM (Retail Sales-Mumbai)**. His official email-id is [deepaktiwari@nvgroup.co.in](mailto:deepaktiwari@nvgroup.co.in) & can be reached on +91 –9699219779.

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

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