



# NEWSLETTER

The Internal Newsletter of NV Group

## CEO SPEAKS



There is no elevator to success, you have to take the stairs.

The good news is that the closures due to pandemic is over and we can now move ahead with full zeal and zest. There is no stopping (and I pray it stays like). With completion of the first quarter of the Financial Year 23, I would like to once again suggest that we maintain our future positive approach. Try to build on what we have lost in last 3 months and previous few years. And I say this not only to the Sales team, but to every team, every individual. We need to work in ONE

direction only, to be the BEST.

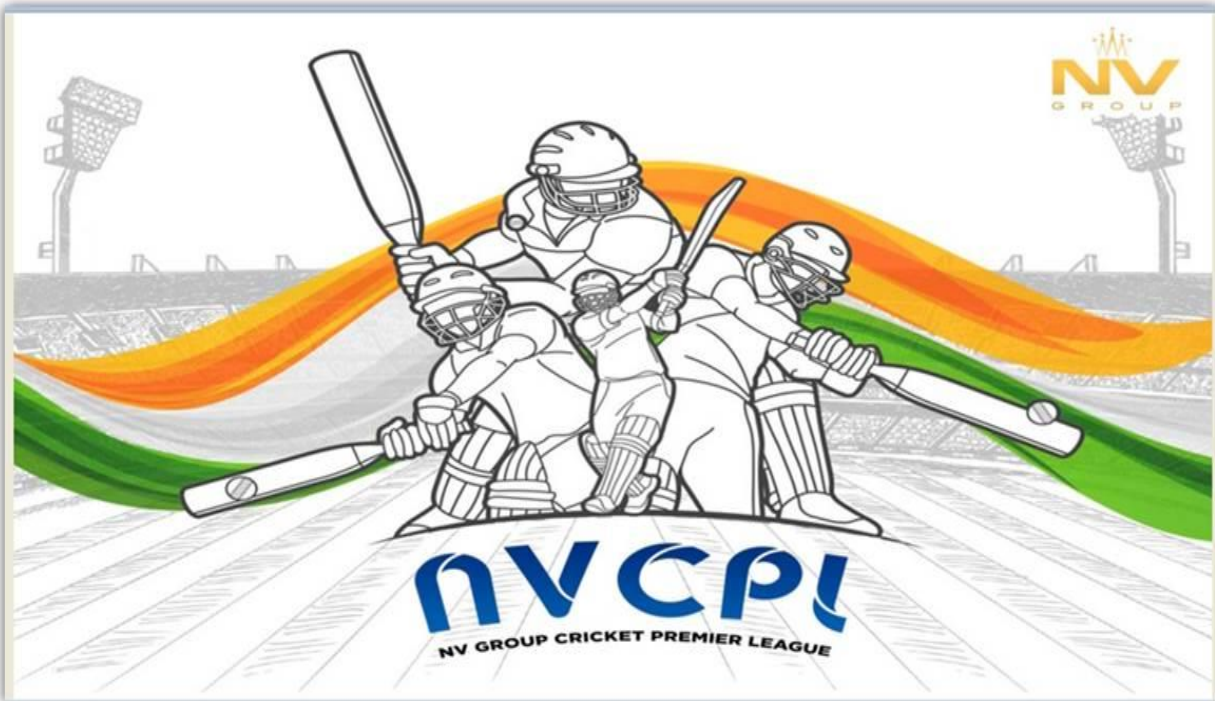
I would also like to reassure you that as a company we are resilient. Over the years of our existence, we have seen – and mastered – many challenging moments. We are convinced that we will overcome this one too.

We need to focus our efforts on securing supplies, manufacturing and logistics every step of the way. For those areas that are not affected yet, get prepared by building inventories of critical supplies and products. This mindset also applies to all of us as colleagues.

I am proud and inspired by the way our company has risen to this challenge - with flexibility, resilience, courage – and a caring heart. Thank you for your enormous contributions. Let's work together – across all parts of the business - to keep going.

## #TOGETHERWECAN#

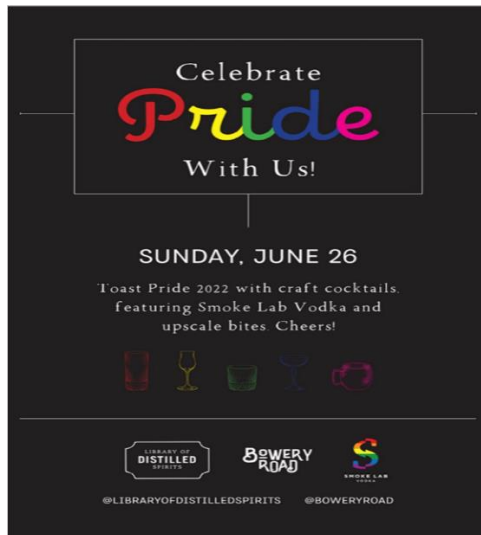
The sporting arena and sports -in all their forms – have the ability to bring diverse people together as equals, even though they may be from the opposite sides of the boardroom. “It is only the talent that counts and there is no room for geographic, ethnic, cultural, gender and other divisions. That is why management has decided and advised the plant team to prepare a big, beautiful cricket ground at Badholi plant premises for our employees who love and passionate about the cricket and announced to present first professional inter plant cum corporate cricket championship “NV Cricket premier League-NVCPL” as an employee engagement activity. This will not only be limited to employee engagement but creating better employee bonding, team building and team effort.



## SMOKE LAB VODKA – INTERNATIONAL MARKET



### SMOKE LAB SPONSORS NYC PRIDE EVENT AT THE HYATT UNION SQUARE



## SMOKE LAB CELEBRATED FATHERS DAY ALL ACROSS THE COUNTRY

In Miami, Karen created gift boxes at her top accounts and customers got a free Smoke Lab Cigar with purchase



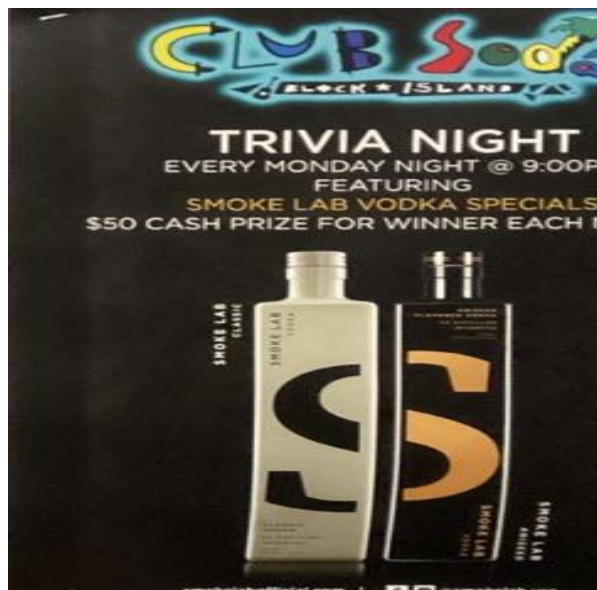


In LA, Dawn got Smoke Lab on the floor and featured on the counter to encourage purchase



## SMOKE LAB IS TAKING OVER BARS IN CT AND RI

Patrick is working with his new placements to drive volume throughout the summer by sponsoring weekly events.



In LA we sponsored a table at the Wedding Salon Bridal Expo and exposed the brand to hundreds of wedding event planners.



In NYC, we are working with Sonal Shah, one of the top Indian Wedding Planners in the World and featuring cocktails at her expo at the St. Regis Hotel on June 30.



## SMOKE LAB PLACEMENT AT ARROWOOD GOLF CLUB

Recently got a placement at Fairways Kitchen and Bar at the prestigious Arrowood Golf Club. In addition, we got a cocktail on the menu and its being featured as the monthly special. To support the account, Dawn hosts a sampling event every weekend.





## SMOKE LAB EVENTS

### CDC EXPERIENCE



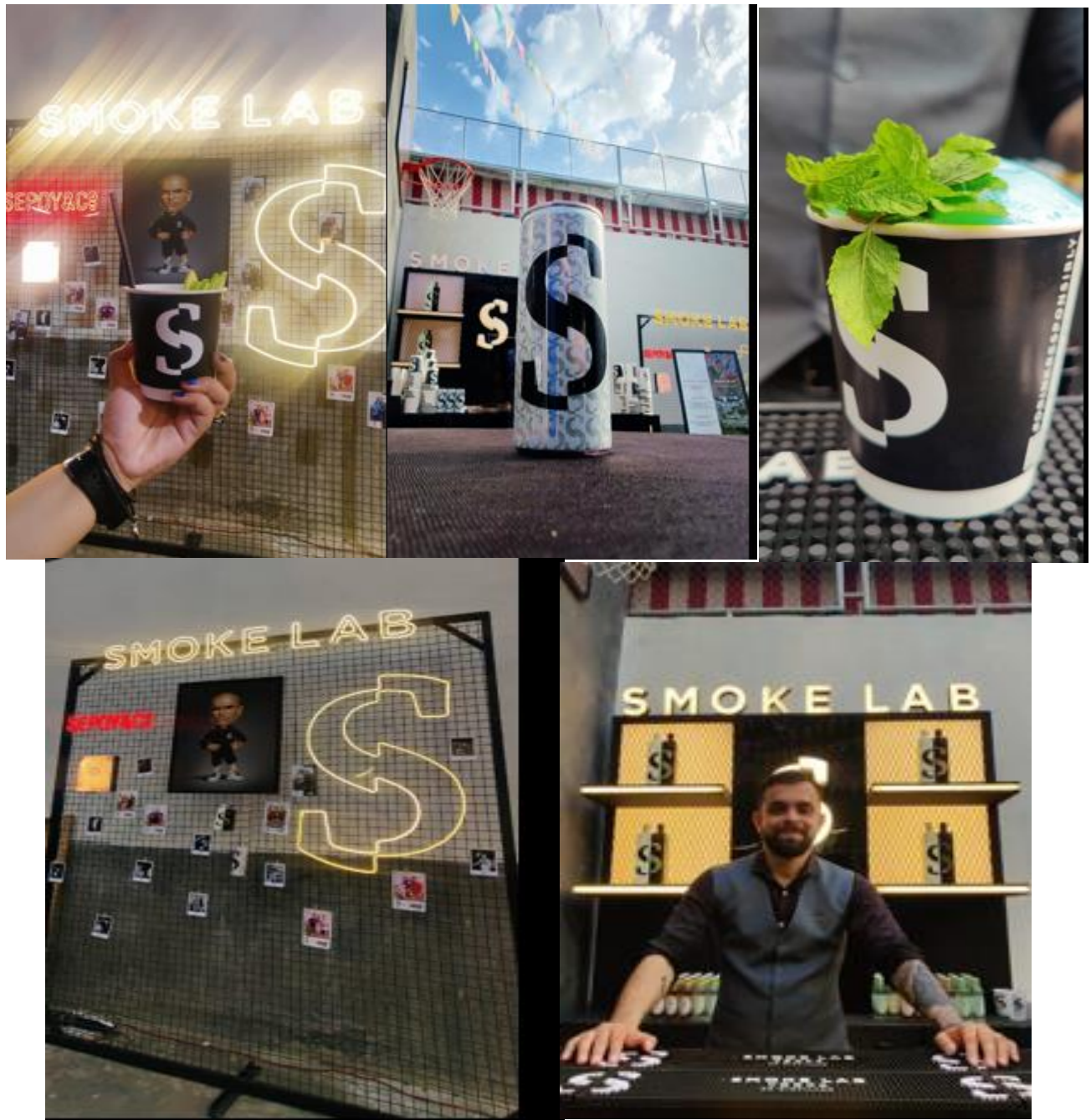
**SMOKE LAB**  
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**CREPDOG  
CREW**  
.COM



SMOKE LAB VODKA		SMOKE LAB VODKA
<b>ESPRESSO MARTINI</b>	<b>ANISEED ON ICE</b>	
SMOKE LAB CLASSIC, MAPLE SYRUP, HIMALAYAN SALT, ESPRESSO COFFEE SHOT	SMOKE LAB ANISEED ON THE ROCKS	
<b>KICK STAR</b>	<b>LUSH &amp; BLUSH</b>	
SMOKE LAB CLASSIC, TRIPLE SEC, MOJITO MIX, MINT, CUCUMBER, LIME JUICE, SEPOY & CO. INDIAN TONIC WATER	SMOKE LAB ANISEED, KOKUM CRUSH, GREEN APPLE, LIME JUICE, SEPOY & CO. GINGER ALE	
<b>HYPNOTIC</b>	<b>M SO LIT!</b>	
SMOKE LAB CLASSIC, PINEAPPLE JUICE, BLUE CURACAO, LIME JUICE, LEMONADE/ SPRITE	SMOKE LAB ANISEED, ELDERFLOWER SYRUP, ORANGE SYRUP, CINNAMON, LIME JUICE, SODAWATER, SEPOY & CO. INDIAN TONIC WATER	





## URBANIC



**SMOKE LAB**  
VODKA

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# URBANIC





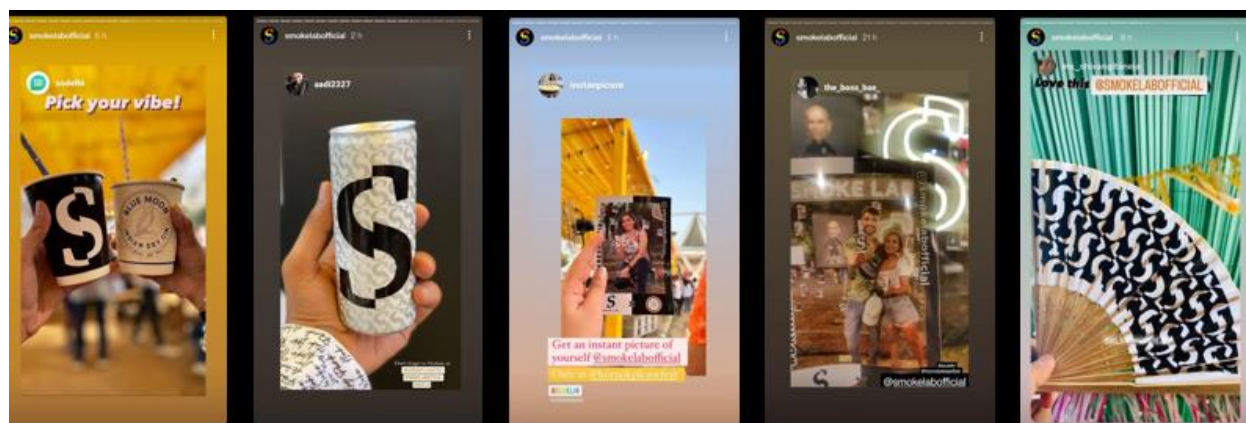
## HORN OK PLEASE











## COCKTAIL OF THE MONTH

### CAMA ST

This refreshing sweet and sour style cocktail is a must-have for the scorching Indian summer. Try using different mango varieties for more nuanced flavours. The name comes from the scientific term for tea, this is a spirit-forward cocktail which employs the use of Taiwanese oolong tea liquor mixed with Campari and Anise.

**GLASSWARE** – Tumbler

### INGREDIENTS

- 60 ml Smoke Lab Vodka Classic
- 30 ml mango puree
- 15 ml fresh lime juice
- 10 ml palm sugar syrup
- 3 kaffir lime leaves

### METHOD

In a shaker filled with ice, measure the above ingredients and shake well. Strain into a fancy old-fashioned glass filled with ice. Garnish with dried kaffir lime leaves and mango candy.



## FAREWELL

Farewell Ceremony of Mr. Manoj Gosain (DGM-Engineering). He had a long 13 years association with the company.



## EMPLOYEE ENGAGEMENT AT UNIT

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

At Badholi, we celebrated **YOGA DAY** on 21<sup>st</sup> June'22. All HOD'S and senior staff participated in the program.







## EMPLOYEE OF THE MONTH

NV's leadership team has always support & develop positive culture, whereby everyone feels valued for the work they do and they are also recognized for their contribution to the organization growth.

Mr. Harideo Sharma is currently working as a Deputy Manager, Warehouse based at **Badholi, Haryana**. He maintains the warehouse stock and excise documentation properly. He has got all the excise inspections done in the last 4 years and there has been no mistake found in any inspection.



We appreciate Harideo's 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 and corporate level.



Birthday Celebration @ Raipur Unit



## EMPLOYEES BIRTHDAY @ HEAD OFFICE





Ms. Kanika Dung Arora – Assistant Manager - Administration. She enjoys travelling and gardening. Born on 02<sup>nd</sup> of June.



Mr. Rajiv Jha – Manager Taxation is based at NV Corporate office, New Delhi. He likes listening to music, playing cricket and dancing. Born on 04<sup>th</sup> of June.

Mr. R B Sachan – Associate GM – Finance. He loves playing cricket and watching old movies. Born on 05<sup>th</sup> of June.






Mr. Vinay Kumar – Assistant Manager – HR is based at NV Corporate office, New Delhi. He loves playing cricket. Born on 05<sup>th</sup> of June.

Mr. Gaurav Kumar – Senior Manager – Tie up. He enjoys playing cricket. Born on 12<sup>th</sup> of June.





	<p>Mr. Sameer Goyal – Managing Director is based at NV Corporate office, New Delhi. He enjoys travelling and listening to music. Born on 13<sup>th</sup> of June.</p>
<p>Mr. Amit Kumar – Manager – Costing, MIS &amp; Budgeting is based at NV Corporate office, New Delhi. He loves playing badminton and reading. Born on 20<sup>th</sup> of June.</p>	
	<p>Mr. Aman Kumar Jain, Vice President – F&amp;A based at NV Corporate office, New Delhi. He enjoys watching cricket, reading, music and travelling. Born on 25<sup>th</sup> of June.</p>

## NEW MEMBER OF NV FAMILY



**Mr. Ranjit Singh** has joined us as “**Manager-SAP**” in NVDBPL based at Rajpura, Punjab on 1st June, 2022.

He will be responsible primarily for PP/QM module – Production Planning & Quality module and secondarily for SD module – Sales and distribution or as per requirement in future.

He has done G.D.C.A from Kurukshetra University and B.A. from Kurukshetra University. He worked for Oasis Commercial Pvt. Ltd.-New Delhi, NV Distilleries & Breweries Pvt. Ltd.-Rajpura, Relaxo Footwear Ltd. and Liberty Shoe Ltd.

He will be administratively reporting to **Unit Head(Rajpura)** and functionally reporting to **Sr. GM IT & SAP**. His official email-id is [ranjitsingh@nvgroup.co.in](mailto:ranjitsingh@nvgroup.co.in) & can be reached on +91 – 8950991228.

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**Mr. Amit Kumar** has joined us as “**Manager (Costing, MIS and Budgeting)**” in NVDPL based at Corporate office, Delhi on 7th June, 2022.

He will be responsible for Costing, MIS and Budgeting at corporate level.

He has done M.com and B. Com from C.C.S. University, Meerut and Diploma in computer (DCP). He worked for Triveni Engineering and Industries Ltd, Sabitgarh and SBEC Sugar Limited, Baghpat



He will be reporting to **Mr. Kamal Varyani-VP (Finance & Accounts)**. His official email-id is [amitkumar1@nvgroup.co.in](mailto:amitkumar1@nvgroup.co.in) & can be reached on +91 –7830220855.



**Mr. Manoj Kumar Jha** has joined us as “**Manager (Sales)**” in NVDBPL based at Jharkhand on 10th June, 2022.

He will be responsible for Sales in Jharkhand.

He has done Graduation in Arts from Ranchi University. He worked for Alcobrew Distilleries India Pvt. Ltd (Jharkhand), Empire Alcobrew Pvt. Ltd (Chattisgarh) United Breweries Limited (Bihar/Jharkhand), Som Group and Devans Modern Breweries Ltd.

He will be reporting to **Mr. Anurag Verma-Sr. GM, Sales (Corporate)**. His official email-id is [manojjha@nvgroup.co.in](mailto:manojjha@nvgroup.co.in) & can be reached on +91 –8709287254.

**Mr. Parvesh Kumar** has joined us as “**AGM Engineering**” in NVIPL based at Badholi on 13<sup>th</sup> June, 2022.

He will be responsible for overall Plant Maintenance of NVDPL and NVIPL.

He has done B. Tech in Mechanical Engineering from SLIET Longowal/PTU Jalandhar and Diploma in Mechanical Engineering from G.N.D.P. Ludhiana. He worked for Oasis Commercial Pvt. Ltd, Adie Broswon distillery & bottlers pvt. Ltd., AB Corporation Pvt. Ltd., FLE in recovery unit, NV Distillery Badholi, Piccadilly Sugar & Allied Industries and Munjal Casting.



He will be reporting to **Mr. Arvind Kumar Sharma-Unit Head, Badholi**. His official email-id is [parvesharora@nvgroup.co.in](mailto:parvesharora@nvgroup.co.in) & can be reached on +91 –9812470908.



**Mr. Mohit Panicker** has joined us as “**Manager (Key Accounts)**” in NVDPL based at Goa on 13th June, 2022.

He will be responsible for On-Trade sale of Goa.

He has done Post Graduate Diploma in Public Relations from “Bhartiya Vidya Bhawan, New Delhi” and Bachelor of Mass Communication from “Guru Gobind Singh Indraprastha University”. He worked for WHITEHAT Jr., NV Group Pvt. Ltd., SWING!, Prive Networks and Precision PR & Media.

He will be reporting to **Mr. Deepak Vashistha – AGM Key Accounts**. His official email-id is [mohit@nvgroup.co.in](mailto:mohit@nvgroup.co.in) & can be reached on +91 –9354479956.

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**Mr. Akhil Bhatnagar** has joined us as “**Assistant Manager (MIS)**” in NVDBPL based at Head Office, Delhi on 15th June, 2022.

He will be responsible for Sales MIS.

He has done B. COM from Delhi University. He worked for Alcobrew Dist Pvt. Ltd., Artisanal Drinks Pvt. Ltd. Coca Cola India Pvt. Ltd., Pacific Spirits, Carlsberg India Pvt. Ltd., Pernod Ricard India and GM Pens International.

He will be reporting to **Mr. Arun Kumar–VP (HR & Admin)** for Andhra Pradesh and Telangana related Sales MIS and **Mr. Anurag Verma-Sr. GM (SALES, Corporate)** for other states Sales MIS related work. His official email-id is [akhilbhatnagar@nvgroup.co.in](mailto:akhilbhatnagar@nvgroup.co.in) & can be reached on +91 –7836832437.



**Mr. Kumar Abhishek** has joined us as “**Sr. Manager (CS & Compliance)**” in NVDPL based at Head Office, Delhi on 15th June, 2022

He will be responsible for the work related to CS and compliance.

He has done Associate Company Secretary (ACS) from “Associate Member of the Institute of Company Secretaries of India,” and Bachelor of Commerce (B. Com) from “Deen Dayal Upadhyay University, Gorakhpur”. He worked for Piccadilly Agro Industries Ltd. (Gurugram), Net Ambit Value First Services Pvt. Ltd. (Noida), Surya Merchants Ltd. Kaushambi (Ghaziabad), CNB Finwiz Private Ltd. (New Delhi) and Sidhgiri Holding Private Ltd. (Varanasi)

He will be reporting to **Mr. Ankit Kumar Sharma–DGM (Company Secretary)**. His official email-id is [abhishek@nvgroup.co.in](mailto:abhishek@nvgroup.co.in) & can be reached on +91 –9650522156.

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Mr. Sandeep Kumar has joined us as “Manager – QC (Quality)” in NVDPL based at Badholi on 20<sup>th</sup> June, 2022.

He will be responsible for the work related to Quality check and control in NVDPL & NVIPL.

He has done M.sc from “CCS University, Meerut, UP” and B.sc from “GMV University, Rampur, UP”. He worked for ADS Agro Industry Pvt Ltd (Reengus), Haryana Liquor Pvt Ltd (Karnal), ADS Spirits Pvt Ltd (Jhajjar), BCL Industries Ltd. (Bathinda), Golden Prince Wines India Pvt Ltd (Bilaspur) and Associated Distillery (Hisar).

He will be reporting to Mr. Arvind Kumar Sharma (Sr. Vice President- Unit Head). His official email-Id is [qcnvdpl@nvgroup.co.in](mailto:qcnvdpl@nvgroup.co.in) & can be reached on +91 – 8708738361.



**Mr. Vimal Kumar** has joined us as “**Deputy Manager- SAP SD**” in NVDBPL based at Rajpura on 27<sup>th</sup> June, 2022

He will be responsible for SAP-SD Module for NV Group.

He has done MCA and BCA from Punjab Technical University. He worked for Maxx Solutions (Haryana), Logitech Project Solution Pvt. Ltd. (Ludhiana) and Indian Oil Corporation Ltd. (Ludhiana)(Contract Basis).

He will be administratively reporting to **Unit Head(Rajpura)** and functionally reporting to **Sr. GM (IT & SAP)**. His official email-id is [vimalkumar@nvgroup.co.in](mailto:vimalkumar@nvgroup.co.in) & can be reached on +91 – 7814980038.

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

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