



NEWSLETTER

The Internal Newsletter of NV Group

CEO SPEAKS



I have always been a believer of the fact, that alone we can do so little; together we can do so much. And with time the belief is getting stronger and stronger. That is why I request each one of you to keep moving forward together, then success takes care of itself.

As you know all too well, teamwork is key to success. We must work as a team, focus on our direction and putting a positive light on the process. It starts with one person who cares enough about the company to take that first step towards success. The main thing we have to do is to be focussed and make sure we stay on course. This implies that everyone needs to know their role and responsibilities, so we all benefit from smooth running of the operations.

We all have different skills and personalities. But that's the beauty of the team, we can encourage each other in the right direction and work together to be successful. By focussing on a singular goal and working as a team, we can achieve great things. The results are there for all to see and our proudest moments are when we show others what we are capable of achieving by working as one.

Wishing you and your families a very happy new year in advance.

#TOGETHERWECAN#

Kindness is an enormous expression which not only can change one's life but can bring variations in world all everywhere.

Every year it is celebrated on 13th November and this year the tagline was **"Be Kind Whenever Possible"**.

For Kindness to show or to feel we don't need a day but on this day we celebrate together a thought to communicate world that kindness has no religion, race, political view and gender.

The aim of celebrating this day is to highlight and encourage people, society and the community to do good things and do gestures which are kind and can change life of somebody.

Kindness start within our self then home, office and this way we can reform the society.

At workplace, we can add few qualities to become enough kind as team leader which not only help the team to do better things for the organization but it will ease them to work more with confidence.

- Develop Empathy - Work with empathy towards your juniors and fellow colleagues try to observe if anything is not happening in routine try to find the reason behind, may be you end up with helping someone in need.
- Good Listening Skills - Develop good listening skills even when you are at home try to listen to the trouble of others rather than just giving them solutions, hear them out and then give them options so that they can gain confidence to take the way-out.
- Be Generous - If you find someone in a situation where they need help be kind and generous enough to help the person with monetary, emotional support or the support you think they needed at that time.

No doubt, it's not easy to comprehend but even a small act of kindness can make a difference. This day also inspires us to believe that one act of Kindness can make a global change in society and in the community.

For the complete growth of an organization, Act of kindness at every corner, department is needed to achieve a common goal for the growth.



SMOKELAB VODKA – INTERNATIONAL MARKET

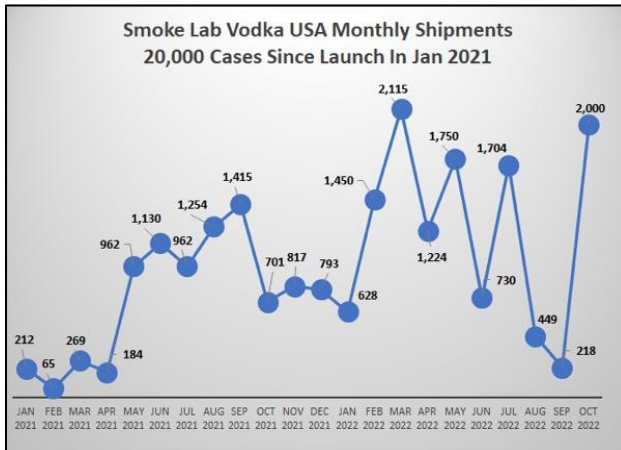


IMPRESSIVE & HISTORIC USA VOLUME RESULTS

Smoke Lab Vodka is off to a fast start in U.S. with 12,000 physical cases sold in year 1 and 20,000 since launch in January, 2021.

Year two will be 40,000 cases.

Nov 2022 - 3504 Cases sold NEW SALES RECORD 2 MONTHS IN A ROW!!! 2886-New Sales Record!! Oct 2022



TO THE MOON

CURRENT STATE EXPANSION – NOVEMBER 2022

- Launched in 3 states
 - Now in 19 with 15 personal sales team growing to 20.
- Added markets in OND:
 - Massachusetts
 - Nevada: NuWave
 - Arizona: NuWave
 - Upgraded to full-service distributors from MHW in all states.
 - New York: Empire
 - New Jersey: Bevcon
 - Florida: Mexcor
 - Rapid 2023 expansion to:
 - Texas

- Virginia
- Louisiana

Seasonal Cocktail Library

- The seasonal cocktail strategy is delivering PR results for Smoke Lab, and it is key to getting continued press coverage. Results are impressive and more than cover the cost:
 - FY 2022 Cocktail Impressions = 2,949,500 (45% of total 2022 impressions)
 - 2022 Ad value of those impressions = \$46,670 (39% of YTD ad value)
- The cocktails also provide the Sales Team with some new to show to customers in advance of each season:
 - Gives customers a reason to change their menu.
 - The brand that brings the idea, usually gets the listing.
 - The industry rule of thumb is if you are not on the menu, you are not in the account.
 - 80% of consumer drink decisions influenced by the drink menu
 - This is a tool to help you even is customers change the recipes and names.
 - Email to your Distributor's
 - Print one sheet for off-premise tastings until Spring



Smoke Lab sponsored the Miami Wine and Festival 2022 in Coral Gables

We sampled over 500 people during the Miami Wine Fest. Jensen's Liquor was the buying group partner during the event.

During the festival we generated sales of many bottles in store and on their website



Soho House

The partnership with Soho House continues in Miami, led by Karen Lay, our Florida State Manager.

Soho House ordered 30 cases for their Art Basel 2022 event. Smoke Lab was exposed to all attendees of the Soho House Art Basel events, some of the most exclusive in town and attended by influencers and celebrities.

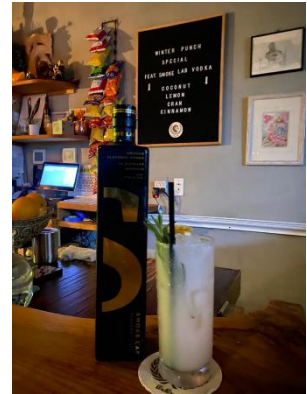
Extremely proud to have our brand seen here. A lot of people are noticing Smoke Lab showing up in these exclusive A List events.

Smoke Lab is not even an approved brand at Soho House but through Karen's strong relationships with the gatekeepers at these accounts



Pictures on the following slides:

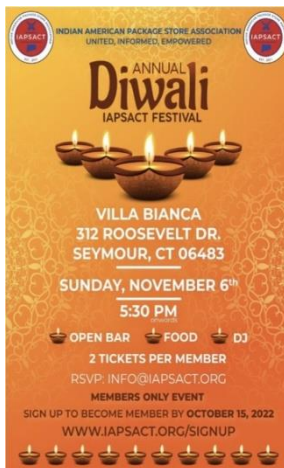
- NYC accounts, pictures by Matt Robertson, NY/NJ State Manager
- Mike, Patrick and Rikin recently attended the CT Indian American Package Store Association Dinner. Event was attended by hundreds of store owners. Sales in CT have been greatly impacted as a result of attending this event. We have big plans to get more involved with this group in the future
- To Right- Winter Punch Special in Nashville, TN. Picture from Alex Rodriguez, our TN/GA Region Manager



NYC Accounts



Annual Diwali IAPSACT Festival



DISPLAYS

Success Stories

La Bodega, Seal Beach, CA

This is a beautiful store, and the owner hand sells almost everything. He doesn't put the prices, so customers must engage and talk with him. Supported Smoke Lab with a recipe idea & gift giving help with gift bags and mixers to be added to each gift bag! We used Ginger Beer this time. Next up is Cold Brew Espresso and Elderflower fever tree with the Classic! Updates next month on how this idea performed!



COLLABORATION

Aniseed + Marios Hard Espresso

Top account Wallys did a blind taste test with Mr Black vs Marios and Marios won! I'm doing a Holiday gift set collaboration with Marios Hard Espresso on gifting websites and guides.

I met the owner at a Food & Wine show where we were both venders. We had a meeting and agree Aniseed & Marios = the Best Espresso Martini ever created!

We have shared account list to grow together on & off premise. We are suggesting on premise this new espresso martini recipe in efforts to get on the menu faster!



RECIPE

1 ½ oz Smoke Lab Aniseed Vodka

1 ½ oz Mario's Hard Espresso

¼ oz Amaro Nonino

Into a shaker with 3 basil leaves. Shake vigorously.

Double Strain into a martini glass. Garnish with a fresh basil leaf.

SMOKE LAB EVENTS THE BURRAH PROJECT





COCKTAIL OF THE MONTH

Smokaroni

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

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 NVDPL & NVIPL, Badholi we arranged Fogging and pest control to avoid increase in dengue and malaria cases.



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.



EMPLOYEES BIRTHDAY @ HEAD OFFICE





Mr. Sagar Singh – Deputy Manager - HR at NV Corporate office, New Delhi. He loves to play cricket and dance. Born on 02nd of November.



Mr. Dipak Kumar – Manager – Commercial is based at NV Corporate office, New Delhi. He loves to play cricket and badminton. Born on 12th of November.

Mr. Dwayne W Abrey – Senior Brand Manager is based at NV Corporate office, New Delhi. He likes sports and music. Born on 16th November.





Mr. Manish Dhyani – Assistant Manager – F & A is based at NV Corporate office, New Delhi. He loves listening to music and playing cricket. Born on 16th of November.

Mr. Varun Jain – CEO is based at NV Corporate office, New Delhi. He loves driving on the race track and collecting sneakers. Born on 21st November.



NEW MEMBER OF NV FAMILY



Mr. Arvind Kumar Sharma has joined us as “**Senior Vice President– (Unit Head)**” in NVDPL based at Badholi on 1st November, 2022.

He will be responsible for Badholi Plant as a Unit Head.

He has done M.Sc Chemistry (Organic) from C.C.S University, Meerut and P.G Diploma in Industrial Fermentation & Alcohol Technology (DIFAT) from N.S.I Kanpur, U.P. He worked for Nuway Organics and Naturals Ltd. , NV Distillery & Breweries Pvt. Ltd., BCL Industries & Infrastructures Ltd., Globus Spirits Ltd., Associated Distilleries Ltd., Som Distillery Pvt. Ltd., Radico Khaitan Ltd., Shaw Wallace & Co. Ltd., Associated Distillery Ltd., Daurala Works and Jagatjit Industries Ltd.

He will be Administratively reporting to **Director- HR, Admin & Commercial and functionally reporting to Chairman Sir and MD Sir..** His official email-id is arvindsharma@nvgroup.co.in & can be reached on +91 –7027999810.

Mr. Pankaj Kumar has joined us as “**Manager– Production**” in NVDPL based at Badholi on 01st November, 2022.

He will be responsible for the work related to Production of NVDPL & NVIPL.

He has done DIFAT from “National Sugar Institute, Kanpur” and B.sc from “Chaudhary Charan Singh University, Meerut”. He worked for Haryana



Organics (Samalkha), Oasis Commercial Pvt Ltd (Ambala), NV Distilleries Pvt Ltd (Ambala), Jagjit Industries Ltd, (Kapurthala).

He will be reporting to **Mr. Kuldeep Singh (DGM - Production)**. His official email-Id is pankajkumar@nvgroup.co.in & can be reached on +91 – 7027990844.

Mr. Mukesh Agarwal has joined us as “**Group Finance Advisor**” based at Head Office, Delhi on 8th November, 2022.

He will be functionally reporting to **Chairman Sir**. His official email-Id is mukeshagarwal@nvgroup.co.in & can be reached on +91 – 9289150533.

Mr. Rajesh Vijaynarayan Mishra has joined us as “**Area Sales Manager**” in NVDPL based at **Mumbai** (City & Central) on 09th November, 2022.

He will be responsible for retail sales of Mumbai (City & Central).

He has done Diploma in Management and B.Com from “Mumbai University, Maharashtra”. He worked for Sun Earth Ceramics, Universal Product Ltd., Shaw Wallace Distilleries Ltd., Masan & Summers Pvt. Ltd., Diageo India, Balaji Enterprises and Progressive Alcobev Distributors Pvt. Ltd. before joining us.

He will be reporting to **Mr. Rajesh Rai – GM(On Trade & Off Trade Sales) - Western Region**. His official email-id is rajeshmishra@nvgroup.co.in & can be reached on +91 – 9821390207.



Mr. Sachin Singh has joined us as “**Executive-Excise**” in NVDBPL based at Raipur on 14th November, 2022.

He will be responsible for the work related to Excise in NVDBPL, Raipur. He has done B.Sc from APSU, Rewa. He worked for Rapid Care well Pvt. Ltd.(for NV Distilleries & Breweries Pvt. Ltd.) and Great Galleon Ventures Limited.

He will be reporting to **Mr. Arjun Singh (AGM-Manufacturing)**. His official email-Id is raipurexcise@nvgroup.co.in & can be reached on +91 – 8305671160.

Mr. Gulshan Kumar Jha has joined us as “**Senior Executive (Accounts)**” in NVDBPL based in Head office, Delhi on 17th November, 2022.

He will be responsible for General Accounting & other assignments related to accounts at corporate level.

He has done B Com. (Hons) from Delhi University. He worked for Johar Group (Authorized service partner of Tata Motors), P&M Relationship Management and Ananya Technologies before joining us.

He will be reporting to **Mr. Ram Bihari Sachan– Associate General Manager, Finance**. His official email-id is gulshanjha@nvgroup.co.in



Mr. Narinder Kumar has Joined us as “**Sr. Manager – Export & Accounts**” in NVDBPL, based at Rajpura on 21st November, 2022.

He will be responsible for Export & Accounts at Rajpura Unit Level.

He Has done MBA from Punjab Technical University Jalandhar (PB), M.Com from Punjab University, Chandigarh, Master Diploma in Central Excise and Custom, IEM, Bangalore and B.com from Punjab University, Chandigarh. He worked in “The Brew Estate Group”, NV Distilleries & Breweries Pvt. Ltd. (PB), Subros Ltd., JPM Tools and Indo Widecom International Ltd., Sona Commercial Pvt. Ltd. and Vikash Enterprises.

He will be reporting to **Mr. Radha Ranjan Chaturvedi, DGM – Finance & Accounts**. His official email-id is narinderkumar@nvgroup.co.in can be reached on +91 – 9056353381.

Mr. Manoj Kumar has joined us as “**AGM– HR & Admin**” in NVDPL based at Badholi on 21st November, 2022.

He will be responsible for the work related to HR & Admin of NVDPL & NVIPL.

He has done Advance Diploma in Human Resources from “ISBM”, Noida and B.A. from “Kurukshetra University Kurukshetra”, Kurukshetra. He worked for Amara Breweries Pvt Ltd (Patiala), Om Sons Marketing Pvt Ltd (Oasis Group, Bhatinda), Ind Swift Ltd (Derabassi), NV Distilleries & Breweries Pvt Ltd (Rajpura), Oswal Denims (Lalru), Rainbow Denims (Lalru).

He will be reporting functionally to **Dr. Sudhir Kumar (AVP – HR & Admin)** and **Administratively to Mr. Arvind Kumar Sharma (Sr. Vice President)**. His official email-Id is manojsharma@nvgroup.co.in & can be reached on +91 – 7496970829.





Mr. Jitender Gulati has joined us as “**Manager SAP**” in NVDBPL based in Head office, Delhi on 28th November, 2022.

He will be responsible SAP related work at Group level.

He has done BCA from Lucknow University, one year Diploma in ADHN hardware and networking from Jet King, Basic knowledge for Lotus notes and also done project based SAP Basis Course from Webcom Technologies Ltd., Delhi . He worked for Oasis Group, NV Group, APS Group, Pacific Infosolution India Pvt. Ltd. and Ace Infocom Pvt. Ltd. before joining us.

He will be reporting to **Mr. Sameer Goyal– Managing Director**. His official email-id is jitendergulati@nvgroup.co.in & can be reached on +91 – 9311412107.

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