



NEWSLETTER

The Internal Newsletter of NV Group

CEO SPEAKS



I wanted to take a moment to express my appreciation for all of your hard work and dedication throughout the past year. Despite the challenges we faced, we were able to accomplish so much together, and I have no doubt that we will continue to do great things in the year ahead. Your commitment to being agile, confident, and always striving for a better future is truly inspiring.

As we move forward, I encourage you to continue this strong work ethic. We are facing many challenges and opportunities in the coming months, and I know that with your determination and focus, we can overcome any obstacle and achieve great things. I also encourage you to keep an open mind and be willing to try new things. Being agile means being adaptable and willing to take risks. It means being open to new ideas and approaches, even if they are outside of our comfort zone. By embracing these qualities, we can continue to grow and learn as a team.

I am confident that with your hard work and dedication, we will be able to achieve great things together. Thank you for your contributions and let's continue to work towards a bright and successful future. I hope that you all have a happy and healthy new year, filled with love, laughter, and all of the things that bring you joy. Thank you for being such an integral part of our team, and for your ongoing commitment to our shared goals. Here is to a fantastic 2023!

#TOGETHERWECAN#

Christmas reminds us of the importance of giving and sharing with friends and family. It is the essence of this festival which unites the people so much.

We decorate our house plant, a Christmas tree to teach our kids to decorate it and tell them to be a good person throughout the year so that Santa will fulfil their wishes and they will get a gift under the tree, then to make the belief more firm we place gifts for them. This should also be practiced at our workplace so that we can celebrate with our team mates, as a team we should try to do this to support each other, be good person by helping each other.

Festivals should make us feel gratitude and thankful that we have many things in life and we are in a position to help others, so let's celebrate together many more festivities together with aim of success not of an individual but for family, society and the organization where we work and strive high.



CHRISTMAS EVENT @ HEAD OFFICE

At NV Head Office, we celebrated Christmas every year, which is one of the most important as well as popular festivals celebrated throughout the world. Christmas is celebrated in more than 160 countries with high spirits



SMOKELAB VODKA – INTERNATIONAL MARKET



New Window at S&R Liquors in Washington DC

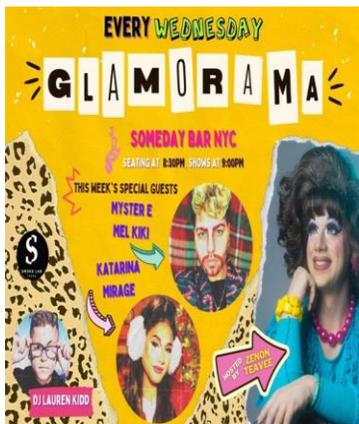


Smoke Lab sampled hundreds of consumers at the Memphis Food & Wine Festival



Smoke Lab Cocktails

Smoke Lab sponsors Glamorama every Wednesday at Someday Bar in Brooklyn NY and Paula worked with the bar to create a special cocktail menu. This account is buying 5 cases a month.



Social Media from Chai Pani in Atlanta!

Great social media promotion for the Smoke Lab Kappi Martini from one of our top accounts in the Atlanta area with 2 locations. Chai Pani serves Indian street foods and innovative cocktails featuring ingredients from India.



cardamom bitters
KAAPI MARTINI \$14
Smoke Lab Aniseed vodka, chicory liqueur, chai syrup, and DRYFT South Indian filter coffee



105 likes
chaipanideatur Things are getting fancy over here at Chai Pani 🍷 Say hello to our Kappi Martini! Made with @smokelabofficial Aniseed Vodka, @drinkcathead... more
View all 3 comments
dannymbhai looovev this drink 🍷
chaipanideatur @dannymbhai so so good!

59 likes
chaipanideatur The beauty of our Kappi Martini 🍷 It's made with Smoked Lab Aniseed Vodka, chicory liqueur, chai syrup and @dryftcoffee kappi. Come enjoy one or two! 🍷 #indianstreetfood
View all 4 comments
sachfoods Wow. Looks delish! 🍷
chaipanideatur @sachfoods why thank you!!

Press Release

The Smoke Lab SmoreTini at Breakwater in CT recently got some press!!



The Day Food

GRAND RAPIDS JANUARY 27 & 28 BUY TICKETS

Bottoms up! Try these holiday cocktail recipes from local bars and restaurants



Source: Visit Westchester's "Winterfest at Breakwater"
December 30, 2022 at 10:00 am
Cheers to the holidays! Bars and restaurants offer fans of seasonal cocktails this time of year and here are some of the best! Check out several local spots.

S'more Tini at Breakwater in Stonington

- 2 oz Smoke Lab Aniseed Flavored Vodka
- 1/2 oz Kahlua
- 1/2 oz Amaretto
- 1/2 oz Silva Key Chocolate Liqueur
- 4 dashes Fee Brothers Toasted Almond Bitters
- 1 oz cream

Dip a martini glass in chocolate and then into crushed graham crackers. Add a swirl of chocolate to the glass and pour in the shaken cocktail. Top with a toasted marshmallow.

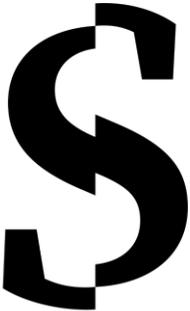


Happy Holidays from the Smoke Lab NYC Team
Wishing all of our Smoke Lab Family a Merry Christmas and Happy New Year from the most famous Christmas Tree in the World in Rockefeller Center, NYC!



SMOKELAB EVENTS

POP UP RAW



**SMOKE LAB
VODKA**



LIVE

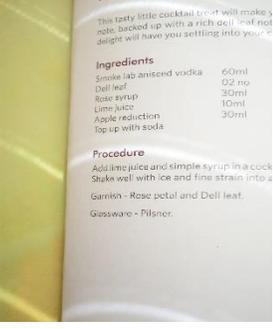




VEG NON VEG



TOWNHALL



COCKTAIL OF THE MONTH

CAMAC 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.

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.

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.



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. Pawan is currently working as a Shift Incharge - Production based at **Badholi**, Haryana. He is very honest, punctual and hard-working employee. He is handling all the production department activities very well during his shift.

EMPLOYEES BIRTHDAY @ HEAD OFFICE



Mr. Mirtunjay Mishra, AGM – Public Relations is based at NV Corporate office, New Delhi. He likes watching movies & playing cricket. Born on the 28th of December.



NEW MEMBER OF NV FAMILY



Mr. Nikhil Naik has joined us as “**Manager On Trade**” in NVDBPL based in Mumbai on 01st December, 2022.

He will be responsible for On Trade sales of Mumbai region.

He has done Diploma in Hospitality Management I.T.M University Kharghar, Navi Mumbai, Professional Bartending course from Cocktail and Dreams and

Post graduate in Hospitality Management Ealing & Hammersmith west London college. He worked for Vault Fine Spirits, VKL Seasonings Pvt. Ltd. , The Quarter Royal Opera House, Hopping Chef, Ping Pong Dim sums & Masala Library, Bartender Hakkasan and Chiana House Grand Hyatt before joining us.

He will be reporting to **Mr. Rajesh Rai (GM-On Trade and Off Trade)**. His official email-id is nikhilnaik@smokelabvodka.com & can be reached on +91 – 8828456706.

Mr. Baludu Giddaluri has joined us as “Assistant Manager– Accounts” in NVDBPL based at Nandyal on 02nd December, 2022.



He will be responsible for Accounts of Bottling unit in Nandyal/Spy Agro.

He has done M.B.A. from “Vaagdevi Institute of Technology and Science, Anantpur” and B.Com from Rao’s degree College, Nandyal. He worked for NSL Sugars Ltd., Heritage Foods Ltd., KS Bakers and Varun Motors Pvt. Ltd. before joining us.

He will be reporting to **Mr. Radha Ranjan Chaturvedi (DGM – Finance & Accounts, Rajpura)**. His official email-Id is baludu@nvgroup.co.in & can be reached on +91 – 9052650023.



Mr. Dinesh Garg has joined us as “Chief Financial Officer” in NVDPL based at Head Office, New Delhi on 12th December, 2022.

He will be responsible for Finance, IT & Legal work of NV Group.

He has done CA from ICAI, New Delhi. He worked for Pasupati Fabrics Ltd., Jaypee Hotels Ltd., Radico Khaitan Ltd., Diageo Group, NICOL India Ltd., Piccadilly Agro Ind. Ltd. and Inbrew Beverages Pvt. Ltd. before joining us.

He will be reporting to **Chairman and CEO**. His official email-id is dineshgarg@nvgroup.co.in & can be reached on +91 –9311981400.

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