

NEWSLETTER

The Internal Newsletter of NV Group

CEO SPEAKS:



As the CEO of organization, I want to express my commitment to fostering a collaborative and organized approach to achieve growth and success. Collaboration is essential for any organization to thrive, and it is a value that I hold dear. When we work together as a team, we can achieve more than when we work alone. By leveraging the diverse strengths and perspectives of our team members, we can innovate, solve problems, and ultimately achieve our goals in a more efficient and effective way. But, collaboration alone is not enough, we also need to be organized and strategic in our approach for growth. This means setting clear goals and priorities, identifying the steps needed to achieve those goals, and working together to execute those steps in a timely and efficient manner. We need to be proactive and advance thinking, anticipating potential obstacles and developing contingency plans to mitigate any risks.

To support this collaborative and organized approach, we encourage open communication and transparency at all levels in our organization. We need to be open to listen each other ideas and feedback, and willing

to take correction actions, if needed.

We also believe in investing time with team members and providing them the guidance, support and resources needed to succeed. This means providing opportunities for professional development, providing regular feedback & coaching, and also recognizing and rewarding achievements. By investing time with our team members, we can foster a culture of growth and continuous improvement.

Finally, we want to emphasize that our commitment to collaboration and organized growth is not just about achieving financial success. It's also about creating a positive and fulfilling work environment where team members feel valued, supported, and empowered to contribute to the organization's mission. When we work together in this way, we can achieve not only our business objectives but also our broader vision of making a positive impact.

Varun Jain
Chief Executive Officer

#TOGETHER WE CAN

Servant Leadership: “The Ultimate Key to a Healthy Business, and Organization Development”

Servant leadership is a leadership style in which we focus on our team’s growth and well-being to put their needs first. The theory is that instead of employees serving the leader, the leader serves the employees.

This type of manager believes that when their team members feel personally and professionally fulfilled, they produce high-quality work more efficiently and productively. Employee satisfaction and collaboration are important in servant leadership. We can use this leadership style in any type of business.

Servant leadership is important in business because it creates a work environment in which employees at all levels of your organization feel respected, appreciated and valued. Businesses that follow a servant leadership philosophy tend to have stronger work culture with high employees morale and engagement.



How to become a servant leader:

1. **Lead by example:** A servant leader should always lead their team by example. As a servant leader, you should be willing to do anything that you ask your team to do. When your team members see you are willing to put in the same amount of work and effort they do, it helps motivate them to engage in their work and organization.
2. **Show People why their job is important:** When employees feel that what they do is important to the overall success of the organization, they usually feel more empowered and are willing to work harder to help it succeed. You should try to make sure your team members know why the work they do is important and how their work directly affects the company’s overall success.
3. **Encourage collaboration and employee engagement:** Servant leaders are also great at making their teams feel their voices and opinions matter. When you take steps to encourage your team to work together and suggest ways to improve the organization, it shows them you care about what they have to say and appreciate their contributions. This can motivate your team to put forth their best effort to produce higher-quality work.
4. **Help your team grow and develop:** Servants leaders don’t only focus on being great leaders themselves but are also interested in helping their team members become great leaders. You should encourage your team to participate in continuing education and employee development programs to help them expand their knowledge and skills.

You can encourage team members to take active leadership roles during group projects. If they know you are committed to their professional growth, they are more likely to listen to suggestions to help improve their work.

5. **Care for your team members' personality:** Another thing you can do to become a servant leader is to show your team members you care about them on a personal level. Being empathetic and trying to advise when you can help create a more positive work-life balance for your employees and help them cope with personal stress better. When your team feels that they matter as individuals and not just as employees, they are more likely to be happy about coming to work and producing quality work.
6. **Ask for feedback:** Finally, servant leaders should always be looking for how they can improve their own leadership and contribute to their team. Encourage your team members to provide feedback when they have an idea to improve workflow or help the company succeed. Try to make your team members feel empowered to come to you with suggestions at any time and regularly ask for feedback from those who don't naturally provide it.

Neha Gupta
Director - HR, Admin. & Commercial

SMOKE LAB VODKA – INTERNATIONAL MARKET:

2023 RISING STAR GROWTH BRAND AWARD in USA:

Congratulations! **Smoke Lab Vodka** has won a Growth Brands Award from the Beverage Information Group! **Smoke Lab Vodka** has won in the **Rising Star** category. Award was received on behalf of Management in Orlando, Florida



BeverageDynamics
Cheers
StateWays
Beverage
WHOLESALE, INC.



Each year, The Beverage Information Group identifies the fastest growing brands of spirits and wines and the winners are announced in the industry's leading publications.

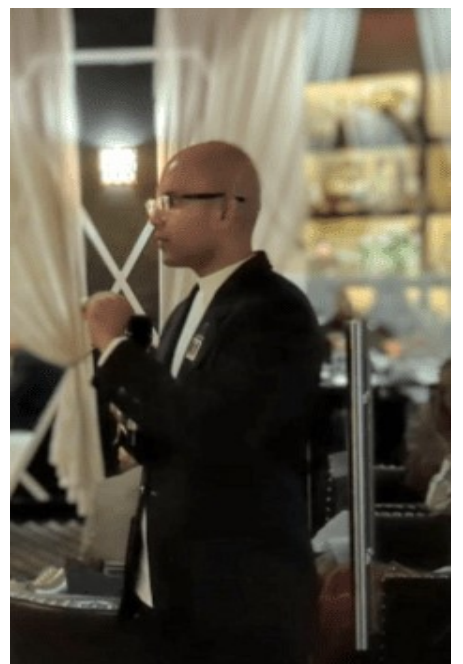


SMOKE LAB VODKA
NV Group USA
2023 Rising Star



Mr. Varun Standing with Rising Star Award
for Smoke Lab Vodka

Mr. Varun's Visit to U.S.A



SMOKE LAB brand presence in U.S.A



SMOKE LAB events in INDIA:

INDIA COCKTAIL WEEK:

One of The biggest celebration of India's Burgeoning Cocktail Culture



STUDIO XO:

Stand Up Comedy Show By Harsh Gujral with Smoke Lab



SMOKE LAB
VODKA



SARITORIA:

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SMOKE LAB
VODKA

Saritoria



ROYAL CHINA:

Sip and paint with Smoke Lab



SMOKE LAB
VODKA

Royal China
皇朝



COCKTAIL of the month: BLESSED BE THEE

This floral concoction is reminiscent of the lazy summer afternoons from my childhood, an homage to a fleeting memory. The egg white adds a smooth texture and a creamy mouthfeel.

GLASSWARE – Coupe

INGREDIENTS:

- 60 ml Smoke Lab Vodka Classic
- 10 ml fresh lime juice
- 10 ml Elderflower cordial
- 6 numbers fresh basil leaves
- Egg white



METHOD:

In a shaker filled with ice, pour the above ingredients and reverse dry shake to get a green frothy texture. Strain into a chilled coupe. Garnish with a fresh basil sprig and edible flowers.

Employee's Birthday Celebration at the Head Office:

We believe in celebrating the important day of the people who are working as a family here in NV Group, so we celebrate the birthday of employees at end of the month at Unit and corporate level.



Ms. Anupama Dhanjani, Manager – Market Audit & Analytic, based at Corporate office, New Delhi. Her birthday is on 17th April, she likes dancing, singing, gardening and cooking.



Mr. Ankit Sharma, DGM-Company Secretary, based at NV Corporate office, New Delhi. His birthday is on 27 April, he likes to read judgements and changes in law, also enjoys long drives.

Employee's Birthday celebration at The Plant :



NEW MEMBER OF NV FAMILY:

Mr. Ankit Goel has joined us as “**AGM–F & A**” in **NV Distilleries Pvt. Ltd.** based at Head Office, New Delhi.

He will be responsible for **Finance and Accounts operations**.

He has done MBA (Finance & HR) from Subharti University, Meerut. He has worked with M/s. National Industrial Corporation Pvt Ltd, Ananda Dairy Ltd., DFM Foods Ltd., Iqor India Services Pvt. Ltd, Creative Gifting Solutions Pvt Ltd., Samarth M Surana & Co. (FCA) before joining us.

He will be reporting to **Mr. Dinesh Garg–Chief Financial Officer**. His official email-id is ankitgoel@nvgroup.co.in and can be reached at 9810971532.

Mr. Veer Swapan Chaudhary has joined us as “**Assistant Manager-Sales**” in **NV Distilleries & Breweries Pvt. Ltd.** based at HQ - Patiala, Punjab.

He will be responsible for **IMFL Sales in Patiala (Punjab)** region.

He has done **B Com.** from Punjab University, Patiala. He has worked with Om Sons Marketing Pvt. Ltd, Oasis Distilleries Ltd, N V Distilleries & Breweries Pvt. Ltd, A. B. Sugar Ltd before joining us.

He will be reporting to **Mr. Sanatan Tewari–Senior General Manager-Sales**. His official email-id is VeerChaudhary@nvgroup.co.in and can be reached at 9914304888.



Ms. Neha Mendiratta has joined us as “**Executive Assistant**” in **NV Distilleries & Breweries Pvt. Ltd.** based at Head Office, Delhi.

She will be responsible for **EA Operations work**.

She has done Hon’s Diploma in Secretarial Practice & Office Management from International Women Polytechnic, B.A. from Delhi University. She has worked with AEC Digital Solutions, Freudenberg-NOK Pvt. Ltd., Gates India Pvt. Ltd. before joining us.

She will be reporting to **The Chairman**. Her official email-id is ea@nvgroup.co.in and can be reached at 7838092908.

We welcome you all in NV Group family, wish you all a grand success and expect for a long and fruitful association with NV Group.