

# NEWSLETTER

## The Internal Newsletter of NV Group

### CEO SPEAKS:



In the ever-evolving landscape of business, we often find ourselves navigating through periods of uncertainty and adversity. These times can be challenging, pushing us to our limits and testing our resilience. However, it's during these very moments that the seeds of opportunity are often sown. As the CEO of our remarkable company, I want to share with you today the perspective that has guided us through thick and thin – the perspective of finding opportunity in adverse times.

It's human nature to seek comfort and stability. We naturally gravitate towards the familiar and the routine, and disruptions can be unsettling. But let's pause for a moment and reflect on history. Many of the world's most innovative breakthroughs, remarkable success stories, and transformational changes were born out of adversity.

At our company, we've seen this firsthand. During moments of uncertainty, we've chosen not to retreat, but to reevaluate and reinvent.

We've turned challenges into stepping stones and obstacles into launching pads. Our ability to pivot and explore new avenues has not only helped us weather storms but has also positioned us for growth when conditions improve.

So, how do we find opportunity in adverse times? It starts with a shift in mindset. Instead of seeing challenges as roadblocks, we see them as gateways to innovation. We encourage our teams to ask questions: What new problems can we solve? What gaps can we fill? What needs can we address? In doing so, we've discovered new markets, untapped audiences, and innovative solutions that have diversified and strengthened our business.

Additionally, fostering a culture of collaboration and open communication is paramount. In times of adversity, diverse perspectives can lead to groundbreaking ideas. We've witnessed the magic that happens when individuals from various backgrounds come together, each bringing their unique insights to the table. This collaborative spirit has been instrumental in turning setbacks into comebacks.

I want to leave you with this thought: adversity is not the end of the road; it's a bend in the journey. It's an opportunity to dig deep, tap into our creativity, and channel our collective determination into something remarkable. Let's remember that history remembers those who rose to challenges with courage and vision, who dared to find opportunity when it seemed scarce.

**Varun Jain**

**Chief Executive Officer**

## #TOGETHER WE CAN#

Life is a journey that presents us with numerous opportunities for growth and self-discovery. One of the most transformative paths to personal development is stepping out of your comfort zone. This journey, though daunting, is essential for unlocking new possibilities, honing skills, and experiencing life to its fullest. Whether it's trying something new, facing a fear, or taking on a challenge, venturing beyond your comfort zone can lead to remarkable outcomes and a more enriched life.

**Understanding the Comfort Zone:** The comfort zone refers to a psychological state where one feels safe, secure, and familiar. It's the space in which routines, habits, and behaviours are well-established, providing a sense of stability and reduced stress. While the comfort zone is undoubtedly comforting, it also tends to limit personal growth and hinder progress. Remaining within its confines can lead to stagnation, complacency, and missed opportunities.



### The Benefits of Stepping Out

- *Personal Growth:* Stepping out of your comfort zone encourages personal growth and development. When you challenge yourself with new experiences, you stimulate your mind, develop new skills, and build resilience. Each step taken beyond your comfort zone contributes to a stronger and more adaptable version of yourself.
- *Increased Confidence:* Accomplishing tasks or facing situations that were once considered intimidating bolsters your self-confidence. As you accumulate successful experiences outside your comfort zone, you'll realize your ability to navigate challenges and adapt to new environments.
- *Expanded Horizons:* Staying within your comfort zone means missing out on a world of possibilities. By trying new things, meeting new people, and exploring unfamiliar territories, you broaden your horizons and gain fresh perspectives on life.
- *Enhanced Creativity:* Novel experiences stimulate creativity and innovation. When you're faced with the need to adapt, your mind is forced to come up with creative solutions, leading to new ideas and approaches.
- *Overcoming Fears:* Many fears are born within the confines of the comfort zone. Stepping out gradually exposes you to those fears, allowing you to confront and conquer them. This process can be empowering and liberating, freeing you from unnecessary constraints.

Life begins at the end of your comfort zone. The remarkable journey of personal growth and self-discovery unfolds when you step outside the familiar and embrace the unknown. While the comfort zone provides a sense of security, the magic truly happens when you push your limits and expand your horizons. Remember that every time you venture beyond what's comfortable, you're not just experiencing life – you're actively shaping it. So, dare to dream, embrace challenges, and step confidently into the world that lies beyond your comfort zone.

**Neha Gupta**  
**Director - HR, Admin. & Commercial**

## SMOKELAB 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.

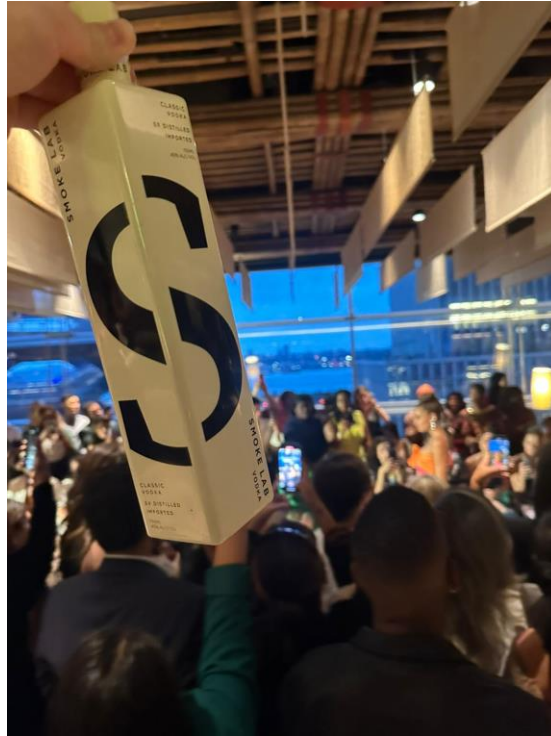


SMOKE LAB VODKA  
NV Group USA  
2023 Rising Star





## SMOKE LAB at New York Fashion week event



## Gaganpreet Sharma aka Pitbull in Hong Kong for his fight endorsing SMOKE LAB



**SMOKE LAB in Beach Bar, MA during Labour Day promotion**





## SMOKELAB EVENTS:



**SMOKE LAB**  
BAR TAKEOVER

Aug



AN *d* AZ™ | DELHI

4 Aug



KAMPAL   
PLATE & POUR

**9 Aug**



**BIZZA**

**11 Aug**





*Swan*

**18 Aug**



**MKT**

**19 Aug**



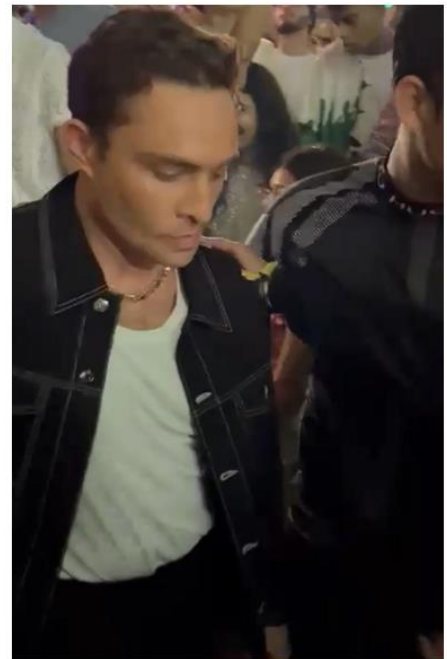




*Soca*  
BISTRO | AUGUST | BAR

**26 Aug**

## Bastian



## CURATO



## NOONOO X SHUTIQ



**COCKTAIL OF THE MONTH: WICKED RONIN**

A dessert drink more like a digestif, the fernet acts as a minty binding agent to the multiple coffee layers. Named after my favorite coffee from my favorite café in Singapore called the Ronin.

**GLASSWARE** – Coupe

**INGREDIENTS:**

- 40 ml Smoke Lab Vodka Classic
- 30 ml Malabar coffee stout beer
- 5 ml Kahlua
- 5 ml Fernet-Branca
- 5 ml vanilla syrup

**METHOD:**

In a shaker filled with ice, measure the above ingredients and shake well. Serve strained over ice. Garnish with roasted coffee beans.





## CELEBRATION OF EMPLOYEE'S BIRTHDAY AT HEAD OFFICE:

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



Mr. Abhinav Kumar – Manager – Key Accounts at NV Corporate office, New Delhi. He enjoys playing cricket and travelling. Born on 09<sup>th</sup> August.

Mr. Mukesh Agarwal – Group Finance Advisor at NV Corporate office, New Delhi. He likes Listening to music, reading and spiritualism. Born on 12<sup>th</sup> August.



Ms. Neha Gupta – Director – HR, Admin & Commercial at NV Corporate office, New Delhi. She enjoys doing Pilates and Yoga, reading on Nutrition and holistic healing. Born on 19<sup>th</sup> August.

Ms. Sanya Jain, Sr. Vice President – Public Relations at NV Corporate office, New Delhi. She enjoys reading and designing. Born on 19<sup>th</sup> August.



Mr. Abhishek Chaudhary – Sr. Manager – Purchase at NV Corporate office, New Delhi. He enjoys reading newspaper and playing cricket. Born on 21<sup>st</sup> August.

Mr. Anil Kumar – Assistant Manager – F & A at NV Corporate office, New Delhi. He likes playing cricket. Born on 27<sup>th</sup> August.



## CELEBRATION OF EMPLOYEE'S BIRTHDAY AT PLANT:



**NEW MEMBERS OF NV FAMILY:**

**Ms. Ankita Rana** has joined us as “**Trainee - Accounts**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office, New Delhi**.

She will be responsible for Accounts related operations.

She has done B. Com. from Delhi University. She has worked with 2S Services & Co. (Chartered Accountant Firm) before joining us.

She will be reporting to **Mr. Rohan Swing (Associate GM - F&A)**. Her official email-id is [ankitarana@nvgroup.co.in](mailto:ankitarana@nvgroup.co.in) and can be reached on 7428879428.

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**Mr. Chandra Bhushan Rai** has joined us as “**Assistant Manager – Key Accounts On Trade**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office, New Delhi**.

He will be responsible for handling Key Account business in Delhi.

He has done PGDM from IMS, Ghaziabad and B.A. from PC College, Buxar. He has worked for Sona Beverages Pvt. Ltd., NV Group Pvt. Ltd. and Radiohead Brands (P) Ltd. before joining us.



He will be reporting to **Mr. Deepak Vashistha– AGM Key Accounts North**. His official email-id [chandrabhushan@smokelabvodka.com](mailto:chandrabhushan@smokelabvodka.com) and can be reached on 7518224849.

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**Mr. Sumit Bhandary** has joined us as “**Key Account Manager - On Trade**” in **NV Distilleries & Breweries Pvt. Ltd.** based at Mumbai (Maharashtra).

He will be responsible for handling Key Account business in Mumbai.

He has done Bachelors of Commerce from University of Mumbai. He has worked for Red Bull India Pvt. Ltd., Himalaya Wellness Company and Radiohead Brands (Jimmy's Cocktail) before joining us.

He will be reporting to **Mr. Deepak Vashistha– AGM Key Accounts North**. His official email-id [sumitbhandari@smokelabvodka.com](mailto:sumitbhandari@smokelabvodka.com) and can be reached on 8291212826.



**Mr. Yogesh Giri** has joined us as “**Area Sales Executive**” in **NV Distilleries Pvt. Ltd.** based at HQ- Sonipat (Haryana).

He will be responsible for IMFL Business in Sonipat (Haryana) region.

He has done B.com. from Monad University Hapur, UP. He has worked for N V Distilleries Pvt. Ltd., Sab Miller India Pvt. Ltd., Samser and Company, Rock & Storm Distilleries, India Transact Service Ltd., A.D.S. Spirits Pvt. Ltd., N. V. Distilleries Pvt. Ltd., Globus Spirits Ltd. before joining us.

He will be reporting to **Mr. Lokesh Singh - GM Sales (Haryana)**. His official email-id is [yogeshgiri@nvgroup.co.in](mailto:yogeshgiri@nvgroup.co.in) and can be reached on 8607511511.

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**Mr. Abhishek Tewari** has joined us as “**Key Account Manager-On Trade**” in **NV Distilleries & Breweries Pvt. Ltd.** based at HQ – Lucknow (UP).

He will be responsible for handling Key Account business in Lucknow.

He has done MBA (Marketing & HR) from Sahara Arts & Management Academy. He has worked for United Breweries Ltd., MIRC Electronics Ltd., Century Ply (India Ltd., and Alcobrew Distilleries Pvt. Ltd. before joining us.

He will be reporting to **Mr. Deepak Vashistha– AGM Key Accounts North**. His official email-id [abhishektewari@smokelabvodka.com](mailto:abhishektewari@smokelabvodka.com) and can be reached on 8130380079.

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**Mr. Srikanth Mulupuru** has joined us as “**General Manager- Sales & Marketing (South)**” in **NV Distilleries & Breweries Pvt. Ltd.**” based at HQ - Hyderabad (AP).

He will be responsible for Sales & Marketing operations in South region.

He has done B.A. - English Honours from Delhi University. He has worked for Total Elf Fina Lubricants India Pvt. Ltd., Perfetti Van Melle India Pvt. Ltd., SABMiller India Pvt. Ltd., Carlsberg India Pvt. Ltd., Power Brands (ABD India Pvt. Ltd., Globus Spirits Ltd., Sri Avantika Contractors India Ltd. before joining us.

He will be reporting to **Mr. Amit Swing (Vice President – F & A)**. His official email-id is [srikanthmulupuru@nvgroup.co.in](mailto:srikanthmulupuru@nvgroup.co.in) and can be reached on 8008887855.





**Mr. Pankaj Giri** has joined us as “**Sales Executive - IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at HQ - Okhla, New Delhi.

He will be responsible for IMFL Sales in Delhi region.

He has done Electrical Engg. from G.N.D. Polytechnic and B.A. from Delhi. He has worked with Fidelity International Mutual Fund Company, Seagram Distilleries Pvt. Ltd., Asian Esprits, Modi Illva India Pvt. Ltd., Boutique Spirits Brands Pvt. Ltd., NV Distilleries & Breweries Pvt. Ltd. and Sarvayug Farming Pvt.

Ltd. before joining us.

He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [pankajgiri@nvgroup.co.in](mailto:pankajgiri@nvgroup.co.in) and can be reached on 8700903835.

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**Mr. Vinay Sharma** has joined us as “**Sales Executive - IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at HQ - Okhla, New Delhi.

He will be responsible for IMFL Sales in Delhi region.

He has done B. Com from C.C. University. He has worked with Nature's Bounty & Allied Products Pvt. Ltd., Arizona Marketing Pvt. Ltd., N.K.D. Venture Partner of Spring Fields (India) Distilleries and York Winery Pvt. Ltd., and Mohan Gold Water Breweries Ltd. before joining us.



He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [vinaysharma@nvgroup.co.in](mailto:vinaysharma@nvgroup.co.in) and can be reached on 9812059875.



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**Mr. Lalit Kumar Arora** has joined us as “**Area Sales Manager- IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at HQ - Okhla, New Delhi.

He will be responsible for IMFL Sales in Delhi region.

He has done B. Com from Rohilkhand University. He has worked with Raj Kumar Silk Mills Ltd., ITC Ltd. and Whiskin Spirit Pvt. Ltd. before joining us.

He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [lalitarora@nvgroup.co.in](mailto:lalitarora@nvgroup.co.in) and can be reached on 9953563141.

**Mr. Surender Singh** has joined us as “**Sales Executive - IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has done Graduation from Ch. Charan Singh University, Meerut. He has worked with Globus Spirits, Keshar Enterprises, Whiskin Spirits Pvt. Ltd., Elite Spirits Pvt. Ltd. and Kala Aam Distillery before joining us.



He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [surendersingh@nvgroup.co.in](mailto:surendersingh@nvgroup.co.in) and can be reached on 9899039168.

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**Mr. Purshottam Vashist** has joined us as “**Area Sales Manager- IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has worked with Swastik Marketing, Diageo India Pvt. Ltd., Carlsberg India Pvt. Ltd., Elite Spirits Pvt. Ltd. and ZETA Buildtech Pvt. Ltd. before joining us.

He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [purshottamvashist@nvgroup.co.in](mailto:purshottamvashist@nvgroup.co.in) and can be reached on 9818733643.

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**Mr. Mukesh** has joined us as “**Sales Executive - IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has worked with Shiv Associates, Giglani Distillers Pvt. Ltd., Bestone Industries Pvt. Ltd., and Brewholik Pvt. before joining us.



He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [mukesh@nvgroup.co.in](mailto:mukesh@nvgroup.co.in) and can be reached on 9899141061.

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**Mr. Prem Ranjan Singh** has joined us as “**Sales Executive - IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has done B.A. from Veer Kunwar Singh University. He has worked with Pernod Ricard, Queen High field Distillers & Bottlers Pvt. Ltd. and ADS Group before joining us.

He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [premsingh@nvgroup.co.in](mailto:premsingh@nvgroup.co.in) and can be reached on 8010534804.

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**Mr. Yagdev Sharma** has joined us as “**Sales Executive - IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has done B. A. from M. D. University. He has worked with Mount Shivalik Beverage, Diwan Modern Pvt. Ltd. Pernod Ricard India Pvt. Ltd., NV Group and Whiskin Spirits before joining us.



He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [yagdevsharma@nvgroup.co.in](mailto:yagdevsharma@nvgroup.co.in) and can be reached on 8527909615.

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**Mr. Vishnu Kumar** has joined us as “**Area Sales Manager- IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has worked with Kyndal Group, Powerbrands Enterprises India Pvt. Ltd., Good Drop Wine Cellars Pvt. Ltd., Elite Spirits Pvt. Ltd., Bestone Industries Pvt. Ltd., Indusbirra Beverages and Manas Agro Industries & Infrastructure before joining us.

He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [vishnu@nvgroup.co.in](mailto:vishnu@nvgroup.co.in) and can be reached on 9911273097.

**Mr. Himanshu** has joined us as “**Area Sales Manager- IMFL**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has done Graduation B.A. from MDU. He has worked with AB Sugars Ltd., Bagpiper Whisky Elite Spirits & Wines Pvt. Ltd. and Zeta Buildtech Pvt. Ltd. before joining us.



He will be reporting to **Mr. Vivek Gujral (General Manager – Sales)**. His official email-id is [himanshu@nvgroup.co.in](mailto:himanshu@nvgroup.co.in) and can be reached on 9811979514.

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**Mr. Amit Kumar Singh** has joined us as “**Deputy Manager – Finance & Accounts**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office New Delhi**.

He will be responsible for Finance & Accounts related operations.

He has done B. Com. from Delhi University. He has worked for Aggarwal & Associate CA Firm, Vijay Co-operative Group Housing Society Ltd., White Rose Co-operative Group Housing Society Ltd., M.K. Anand & Associates CA firm and NV Group before joining us.

He will be reporting to **Mr. Aman Kumar Jain (VP – F&A)**. His official email-id is [amitkumar@nvgroup.co.in](mailto:amitkumar@nvgroup.co.in) and can be reached on 9971205357.

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**Mr. Rajoo Gupta** has joined us as “**Executive – Corporate Secretarial**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office New Delhi**.

He will be responsible for Corporate’s Secretarial related operations.

He has done CS (Executive) from The Institute of Company Secretaries of India and B. Com. from Deen Dayal Upadhyaya University Gorakhpur. He has completed CS Management Training and worked for Sudhakar & Co. (PCS Firm) before joining us.



He will be reporting to **Mr. Ankit Sharma (GM – CS)**. His official email-id is [rajoogupta@nvgroup.co.in](mailto:rajoogupta@nvgroup.co.in) and can be reached on 9625820486.



**Mr. Nipun Mudgal** has joined us as “**Area Sales Executive**” in **NV Distilleries Pvt. Ltd.** based at **HQ - Gurgaon (Haryana)**.

He will be responsible for IMFL Business in Gurgaon (Haryana) region.

He has done B Sc. from VMOU Kota. He has worked for AB InBev, Pernod-Richard and USL before joining us.

He will be reporting to **Mr. Lokesh Singh, GM-Sales (Haryana)**. His official email-id is: [nipunmudgal@nvgroup.co.in](mailto:nipunmudgal@nvgroup.co.in) and can be reached on 9057546197.

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**Mr. Vivek Gujral** has joined us as “**General Manager – Sales**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **HQ - Okhla, New Delhi**.

He will be responsible for IMFL Sales in Delhi region.

He has done Post Graduate Diploma in Business Management from Jammu University and B. Com. from Jammu University. He has worked with Home Made Bakers India Ltd., Jagatjit Industries Ltd., N V Group, Whiskin Spirits Ltd. and Elite Spirits Pvt. Ltd. before joining us.



He will be reporting to **Mr. Amit Swing (Vice President-F&A)**. His official email-id is [vivekgujral@nvgroup.co.in](mailto:vivekgujral@nvgroup.co.in) and can be reached on 9818315290.



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**Mr. Vinay Kumar Rai** has joined us as “**Assistant Manager – Admin**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office, New Delhi**.

He will be responsible for all Admin related operations.

He has done MBA (Finance & Marketing) from Raj Kumar Goel Engineering College, Ghaziabad and B. Com. from V.B.S. Purvanchal University. He has worked with iQor Global Services India Pvt. Ltd., Jones Lang LaSalle Building Operation Pvt. Ltd., Vatika Group and ASC Infratech Pvt Ltd. before joining us.

He will be reporting to **Ms. Neha Gupta – Director (HR, Admin & Commercial)**. His official email-id is [admin10@nvgroup.co.in](mailto:admin10@nvgroup.co.in) and can be reached on 9450379397.

**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.**