

NEWSLETTER

The Internal Newsletter of NV Group

CEO SPEAKS:



As we navigate the ever-evolving landscape of business, our commitment to delivering an exceptional customer experience remains at the forefront of our mission. I am delighted to share some exciting updates and insights on the strides we've made in enhancing our customers' journey over the couple of years.

A Holistic Approach to Customer Satisfaction: At NV Group, we understand that a positive customer experience extends beyond just a great product or service. It encompasses every touchpoint, from the first interaction to post-purchase support through digital or any available medium. In the past month, we've taken a holistic approach to ensure each customer interaction is seamless, personalized, and memorable.

1. **Customer Feedback in Action:** Our commitment to continuous improvement is fueled by the valuable feedback we receive from our customers. We've implemented several enhancements based on your insights, making our products and services more intuitive and responsive to your needs. Your feedback is the compass guiding our journey toward excellence.

2. **Investing in Technology for a Smoother Experience:** In the digital age, technology plays a pivotal role in shaping customer experiences. Our tech team has been hard at work, implementing innovative solutions to streamline processes, reduce response times, and enhance overall efficiency. These investments are geared toward providing you with a faster, more reliable, and user-friendly experience.
3. **Personalization at Scale:** Recognizing the unique preferences and needs of each customer, we've amplified our efforts in personalization. From tailored recommendations to exclusive offers, our aim is to make every customer feel valued and understood. Our data-driven approach ensures that we are not just meeting expectations but exceeding them.
4. **Empowering Our Support Team:** Our customer support team is the backbone of our commitment to exceptional service. In the past month, we've invested in additional training, resources, and tools to empower our support staff. This ensures they have the knowledge and capabilities to address your inquiries promptly and effectively.



5. **Community Engagement and Partnerships:** Our engagement with the community is a cornerstone of our identity. We've forged new partnerships and initiated community-centric initiatives to create a positive impact beyond our products. This is our way of giving back and fostering a sense of shared success.
6. **Looking Ahead:** As we look to the future, our commitment to enhancing the customer experience remains unwavering. We have exciting plans on the horizon, including new product launches, expanded service offerings, and further advancements in customer-centric technology.

I want to express my deepest gratitude to each member of the NV Group family, from our dedicated team to our valued customers. Your trust and loyalty inspire us to push the boundaries of excellence.

Thank you for being part of this incredible journey and wishing you an awesome and super successful 2024.

Best always,

Varun Jain

Chief Executive Officer

#TOGETHER WE CAN#

As we embrace the dawn of 2024, I am compelled to share thoughts on a topic that is close to my heart and crucial for our collective success—mental attitude. Our mental attitude shapes not only our individual experiences but also the culture and dynamism of our entire organization.

In the fast-paced world we navigate daily, the power of a positive mental attitude cannot be overstated. It is the fuel that propels us forward, enabling us to overcome challenges, embrace change, and achieve our goals. As we stand at the intersection of challenges and opportunities, fostering a positive mental attitude is more critical than ever.

Here are a few reflections on how we can collectively cultivate and sustain a positive mental attitude:

- **Gratitude as a Foundation:** Let us start each day with a sense of gratitude. Reflect on the opportunities we have, the talented individuals we work with, and the progress we've made. Gratitude is a potent antidote to negativity and a catalyst for a positive mental outlook.
- **Resilience in the Face of Challenges:** Challenges are inevitable, but our response to them defines our journey. Let's view challenges as opportunities for growth and learning. Embrace setbacks as stepping stones to success, and remember that resilience is born from a positive mental attitude.
- **Embrace Change with Open Minds:** Change is the only constant in our dynamic environment. Instead of resisting change, let us approach it with open minds and an optimistic perspective. Embracing change fuels innovation, and a positive mental attitude allows us to see opportunities even in the midst of change.
- **Encourage a Supportive Community:** We are a family, a team that thrives on collaboration and support. Foster a culture where team members uplift each other. A positive word or gesture can make a significant difference in someone's day and contribute to a healthier workplace environment.
- **Mindful Self-Care:** Take a moment to prioritize self-care. Whether it's a short walk, a few minutes of mindfulness, or a break to recharge, make space for activities that rejuvenate your mind. A well-cared-for mind is better equipped to maintain a positive attitude.
- **Celebrate Successes, Big and Small:** Celebrate achievements, no matter how small. Recognize and acknowledge the hard work and dedication that goes into every success. Celebrating milestones fosters a positive atmosphere and motivates us to strive for even greater heights.

Remember, our mental attitude is not only an individual responsibility but a collective force that propels NV Group forward. Let's embody the spirit of optimism, resilience, and collaboration as we march into the opportunities that this month presents.

Thank you for your unwavering commitment and hard work. Wishing you all 2024 filled with positivity and achievement.

Neha Gupta
Director - HR, Admin. & Commercial



SMOKELAB EVENTS:

SMOKE LAB X Bastian (Mumbai)

8th December 2023



SMOKE LAB X Monkey Bar (Mumbai)

15th December 2023



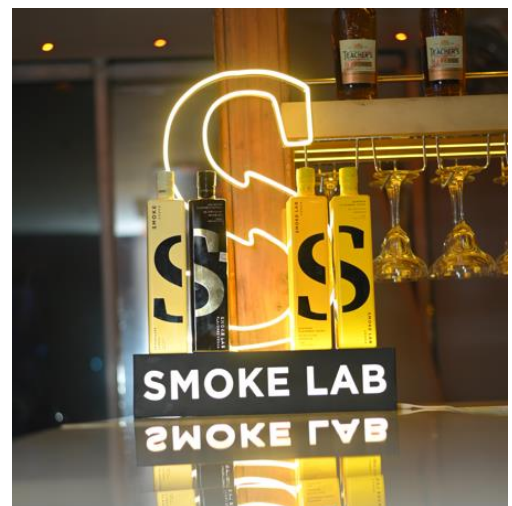
SMOKE LAB X Mardi Gras

16th December 2023



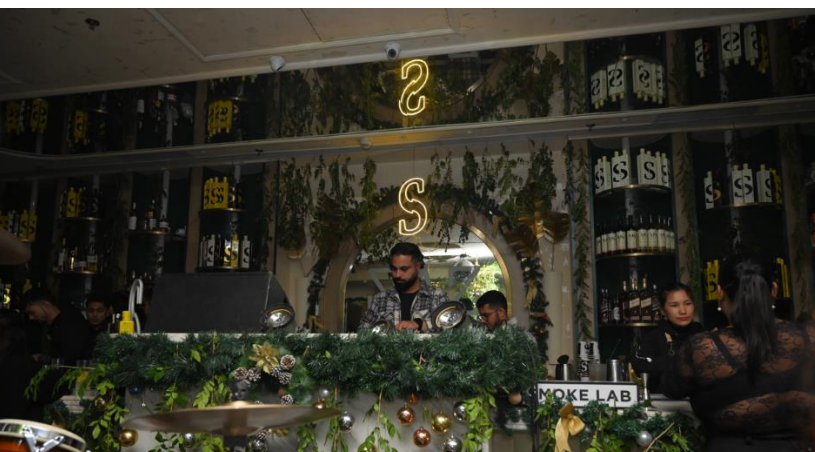
SMOKE LAB X Apache Indian

16th December 2023



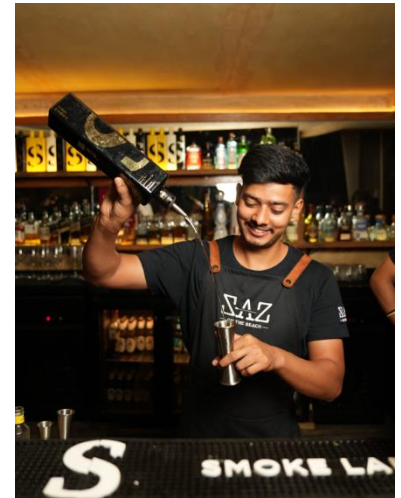
SMOKE LAB X SAZ (Delhi)

27th December 2023



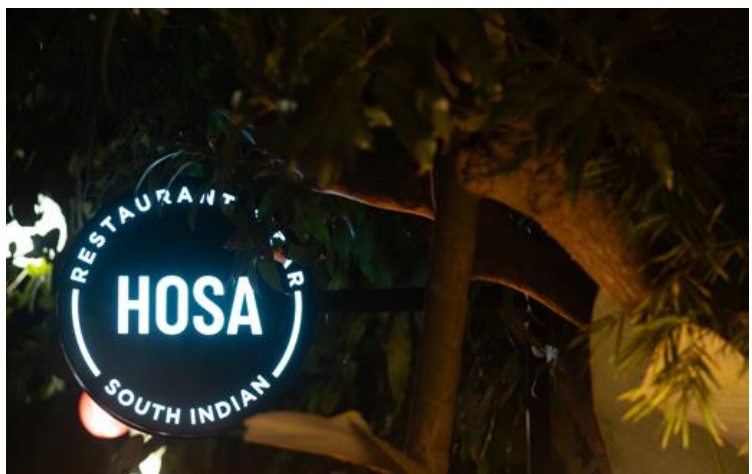
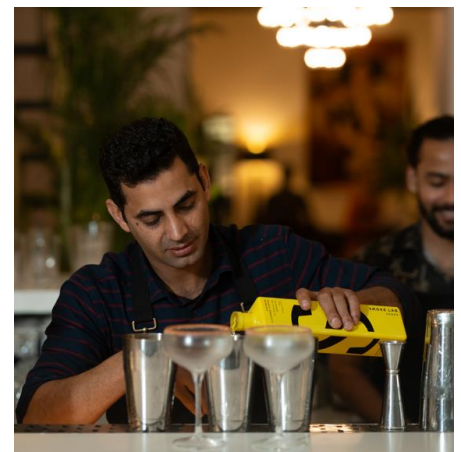
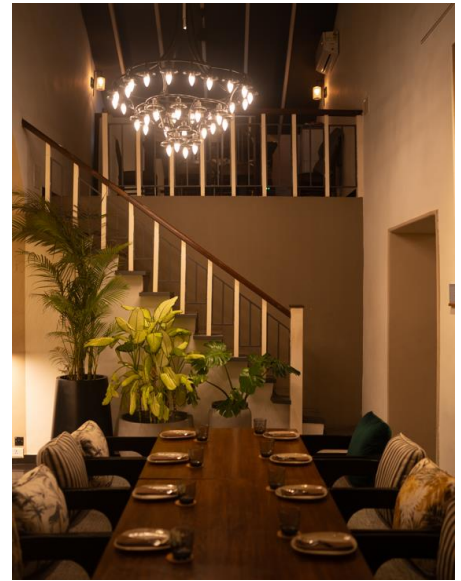
SMOKE LAB X SAZ (Goa)

28th December 2023



SMOKE LAB X Hosa (Goa)

30th December 2023



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.

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

EMPLOYEES BIRTHDAY @ UNIT



NEW MEMBERS OF NV FAMILY:



Mr. Sanket Pai has joined us as “**Assistant Manager Sales**” in **NV Distilleries Pvt. Ltd.** based at **HQ - North Goa**.

He will be responsible for IMFL Business in North Goa region.

Sanket has got 18 years of rich experience in retail sales (IMFL division). He started his career with Kerkar Marketing. Thereafter he worked with Allied Blenders & Distillers. His last stint was with Globus Spirits Ltd. where he has worked as Area Sales Manager.

Sanket is married to Mrs. Punam Pai, who is a Govt. employee in Health Dept. They are blessed with a boy, Master Nipesh Pai, studying in Prep section.

Sanket will be reporting to **Mr. Siddharth Ranjan Desai- GM Sales (West)**. His official email-id is sanket@nvgroup.co.in and can be reached at 8421937212.

Mr. Dinesh Chander Mishra has joined us as “**Head - Engineering**” in NV Distilleries & Breweries Pvt. Ltd.

He will be responsible for Plant Engineering.

Mr. Dinesh Kumar Mishra has got 27 Years of rich experience in engineering. He started his career with M/S Arisht Spinning Mill. Thereafter he worked with M/S Pasupati Spinning & Weaving Mills Ltd. M/S Torque Pharmaceuticals pvt Ltd. M/S Cepham Milk Specialties Ltd. M/S Chanakya Dairy Product Pvt. Ltd. M/S Nahar Industrial Enterprises Ltd. M/S M.B.E.V Spirits Pvt. Ltd. His last stint was with the Piccadilly Agro Industries Ltd. where he worked as General Manager.

He has done B.Tech in Electrical Engineer From V.B.S Purvanchal University Jaunpur UP.

His wife is Mrs. Sunita Mishra, a house maker, both blessed with one daughter, Ms. Pratibha Mishra completing graduation.

He will be reporting to **Mr. Jainender Sharma “Unit Head”**. His official email-id is dineshmishra@nvgroup.co.in can be reached on +91 – 9041688806.



Mr. Somnath Yadav has joined us as “**Sr. Executive - IT**” in NVDBPL based at Raipur (Chhattisgarh).

He will be responsible for operations related to Information Technology.

Mr. Somnath Yadav has got 07 Years of rich experience in IT. He started his career with M/S Galore Networks Pvt. Ltd. Thereafter he worked with Chhattisgarh Distilleries Ltd., NV Distilleries & Breweries Pvt. Ltd., Shri Bajrag Power Ispat Ltd. and Crown Distilleries Pvt. Ltd. His last stint was with Shree Vasu Logistics Ltd. where he worked as Sr. Executive – IT.

He has done B. Tech. in E&T from Chhattisgarh Swami Vivekanand Technical University Bhilai.

His wife is Mrs. Ishwari Yadav, a house maker, both blessed with one daughter, Baby Chitranshi .

He will be functionally reporting to **Mr. Jitendra Gulati (Manager - SAP)** and **Administratively to Mr. Arjun Singh (DGM - Manufacturing)**. His Official email-id is cgit@nvgroup.co.in & can be reached on +91 –7471144292.



Mr. Amandeep Singh has joined us as “**Sales Executive**” in **NV Distilleries Pvt. Ltd.** based at HQ – Kaithal (Haryana).

He will be responsible for IMFL Business in Kaithal region.

Amandeep has got 6 years of total experience. He started his career with M/S Munish Kumar & Mohit Kumar. His last stint was with Ashoka Distillers & Chemicals Pvt. Ltd. where he worked as Sales Executive.



He will be reporting to **Mr. Lokesh Singh - GM Sales (Haryana)**. His official email-id is amandeep@nvgroup.co.in and can be reached at 8950011269.



Mr. Vivek Singh has joined us as “**Manager – Production**” in **NV Distilleries Pvt. Ltd.** based at Badholi Plant

Ambala, Haryana

He will be responsible for all activities related to “**Production**” **NVIPL**.

Vivek has got 10 years of rich experience in production department. He started his career with Modi Distillery. Thereafter he worked with Malbros International Pvt. Ltd., Rajasthan Spirits Ltd. and Eastern India Biofuel Pvt. Ltd. His last stint was with Globus Spirits Ltd. where he was worked as Manager Production.

He has done B.sc & DIFAT from National Sugar Institute, Kanpur, UP.

Vivek is married to Mrs. Ritu Singh who is home maker. They are blessed with two sons, Mr. Dev Chaudhary and Mr. Vivan Chaudhary, who are studying.

He will be reporting to **Mr. Kuldeep Singh “DGM – Production”**. His official email id is prodnvipl@nvgroup.co.in and he can be reached at +91 – 7027990844.

Mr. Raj K. Kannaujia has joined us as “**Sr. V.P.- Manufacturing**” in NV Distilleries & Breweries Pvt. Ltd.

He will be responsible for entire Plant Operations in Rajpura unit.

Mr. Raj has got 30 Years of rich experience in Plant operations (Project, Production & Technical). He started his career with Chhattisgarh Distilleries Ltd. Thereafter he worked with India Brewery & Distillery Ltd, Piccadilly Sugar & Allied Industries Ltd., Adlers bioenergy Ltd., NSL/KSL Sugars Ltd., MRN Cane Power (India) Ltd, Orient Ethanol Industries Pvt Ltd. His last stint was with Superior Industries Ltd. where he worked as VP (Grain distillery) Project, Production & Technical.

He is having Diploma in Alcohol Technology from National Sugar Institute, Kanpur (U.P.).





His wife is Mrs. Preeti Kannaujia, a house maker, both blessed with one daughter, Ms. Prachi a post graduate and one son, Mr. Aradhya, pursuing B Tech in C.S.

He will be reporting to **Chairman Sir**. His official email-id is prplanthead@nvgroup.co.in and can be reached on +91 – 8127442171.



Mr. Rahul Kumar 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 region.

He has done Graduation (B.A.) from Himalayan Garhwal University, Uttarakhand.

He has got 11 years of total experience, 5 years in liquor industry. He started his career with Apex Meditak Systems. Thereafter he worked with B9 Beverages Pvt. Ltd. His last stint was with Epic Stuff India Pvt. Ltd. where he has worked as Manager (Purchase and Sourcing).

He is married to Mrs. Neha, working as DEO with Ministry of Finance. They are blessed with a boy, Master Aarav.

Rahul will be reporting to **Mr. Lokesh Singh - GM Sales (Haryana)**. His official email-id is rahulkumar@nvgroup.co.in and can be reached at 9319136544.

Mr. Mahesh has joined us as “**Sales Executive**” in **NV Distilleries Pvt. Ltd.** based at **HQ – Rohtak (Haryana)**.

He will be responsible for IMFL Business in Rohtak region.

Mahesh has done graduation (B.A.) from Sikkim University. He got 6.5 years of total experience. He started his career with USL (Diageo). Thereafter he joined in Beam Global Spirits and Radico Khaitan Pvt. Ltd. His last stint was with Haryana Distillery Pvt. Ltd. where he worked as Sales Officer.



He will be reporting to **Mr. Lokesh Singh - GM Sales (Haryana)**. His official email-id is maheshs@nvgroup.co.in and can be reached at 8198923232.

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.