

# NEWSLETTER

## The Internal Newsletter of NV Group

### CEO SPEAKS:



As we continue to navigate the dynamic landscape of our industry, one thing remains constant: the power of collaboration within our organization. Today, I want to emphasize the significance of teamwork and cooperation in driving our collective success.

At NV Group, we pride ourselves on fostering an environment where all individual's unique talents and perspectives are valued. We understand that true innovation often stems from collaboration – the synergy that arises when bright minds come together to solve complex problems, explore new ideas, and achieve shared goals.

Collaboration is not merely a buzzword; it's a fundamental aspect of how we operate. Whether it's within our teams, across departments, or in partnership with our clients and stakeholders, collaboration enables us to leverage diverse expertise, tap into collective creativity, and ultimately deliver exceptional results.

Here are a few reasons why collaboration is so essential in our workplace:

1. **Amplified Creativity:** When we collaborate, we bring together a variety of perspectives and experiences. This diversity of thought sparks creativity and innovation, leading to the development of groundbreaking solutions and strategies.
2. **Enhanced Problem-Solving:** Complex challenges often require input from multiple sources. By collaborating with colleagues who possess different skills and knowledge sets, we can tackle problems from various angles, leading to more effective and sustainable solutions.
3. **Improved Communication:** Collaboration fosters open communication channels within our organization. When team members work together towards a common goal, they naturally share ideas, provide feedback, and establish a sense of unity that strengthens our overall performance.



4. **Increased Engagement:** Working collaboratively fosters a sense of belonging and purpose among our team members. By actively involving everyone in the decision-making process and recognizing the value of their contributions, we cultivate a culture of engagement and empowerment.
5. **Accelerated Growth:** Ultimately, collaboration accelerates our growth and success as a company. By harnessing the collective intelligence and capabilities of our team, we can adapt more quickly to market changes, seize new opportunities, and stay ahead of the competition.

As we move forward, I encourage each of you to embrace collaboration wholeheartedly. Whether you're working on a project, seeking input from colleagues, or exploring innovative solutions, remember that our collective strength lies in our ability to collaborate effectively.

Thank you for your ongoing dedication, creativity, and teamwork. Together, we will continue to achieve great things.

Best always,

**Varun Jain**

**Chief Executive Officer**

## **#TOGETHER WE CAN#**

As we navigate through the dynamic landscape of the modern workplace, one thing remains constant: change. Change is not merely an inevitable aspect of our professional lives but rather a catalyst for growth, innovation, and progress. It is in our ability to embrace change wholeheartedly that we find the keys to unlocking new opportunities and achieving greater heights of success.

In today's rapidly evolving world, organizations must be agile and adaptable to stay ahead of the curve. Whether it's technological advancements, shifting market trends, or internal restructuring, change presents us with the chance to reassess our strategies, refine our approaches, and realign our goals to better suit the ever-changing needs of our industry and our customers.

Embracing change requires a mindset shift – a willingness to let go of the familiar and embrace the unknown. It's about cultivating a culture of curiosity, resilience, and continuous learning within our teams. Instead of fearing change, we must see it as an invitation to explore new possibilities, to challenge the status quo, and to unleash our creative potential.

As the leaders of our organization, it is incumbent upon us to foster an environment where change is not only accepted but embraced wholeheartedly. This means leading by example, communicating openly and transparently, and providing the necessary support and resources for our teams to adapt and thrive in times of transition.

Moreover, embracing change also involves acknowledging and managing the inevitable resistance that often accompanies it. Change can be unsettling, disrupting established routines and processes, and triggering feelings of uncertainty and apprehension among employees. As such, it's essential to listen to our team members' concerns, address their fears, and involve them in the decision-making process whenever possible. By empowering our employees to be active participants in the change journey, we can foster a sense of ownership and commitment that is essential for driving successful outcomes.

Furthermore, embracing change requires a willingness to take calculated risks and to embrace failure as a natural part of the learning process. Not every change initiative will yield the desired results, but it is through experimentation and iteration that we uncover new insights and refine our strategies for future success. As the renowned inventor Thomas Edison once said, "I have not failed. I've just found 10,000 ways that won't work."

In conclusion, embracing change is not merely a professional imperative but a mindset that lies at the heart of our organization's culture. By embracing change with enthusiasm and optimism, we can unlock new opportunities, drive innovation, and propel our organization to new heights of success. Together, let us embrace change as a catalyst for growth and transformation, and chart a course towards a brighter and more prosperous future.

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





## SMOKE LAB EVENTS:

### 30 BEST BARS X SMOKE LAB

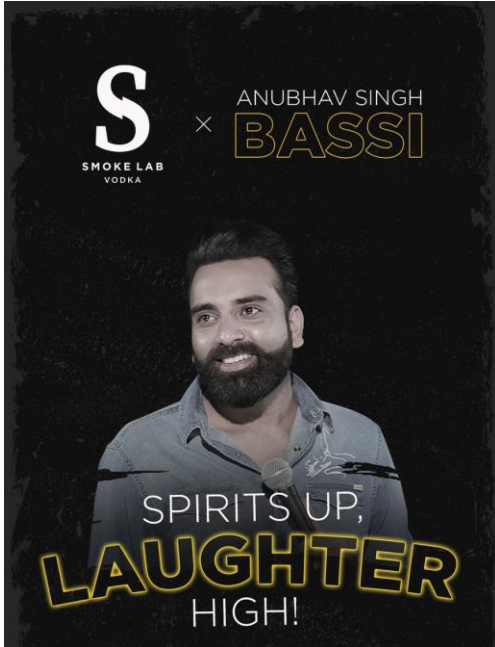
15<sup>th</sup> JAN





BASSI X SMOKE LAB

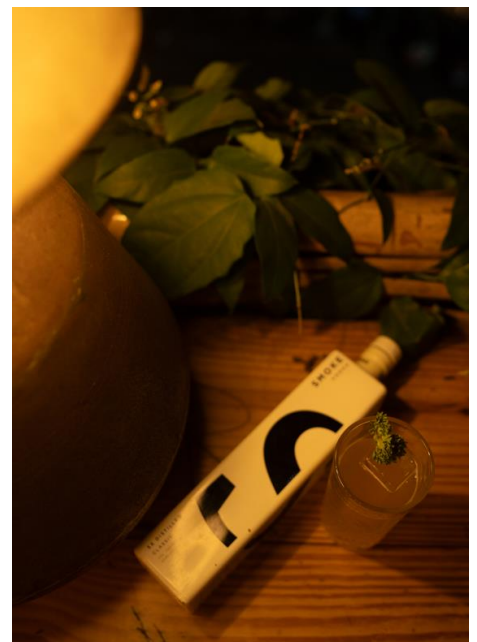
19<sup>th</sup> JAN





# O Pedro x Kaia Bar Takeover by SMOKE LAB (Goa)

20<sup>th</sup> JAN





# Young Collectors Program x SMOKE LAB

29<sup>th</sup> JAN



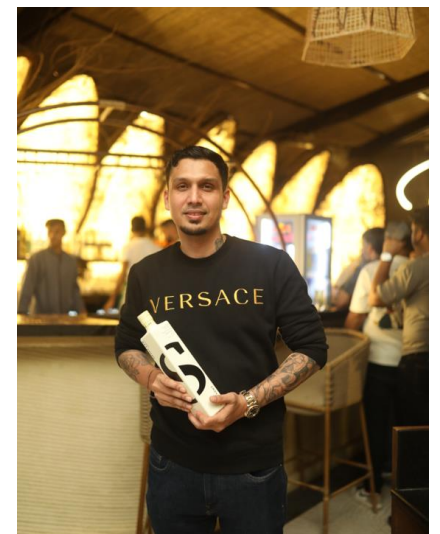


Birch by Romeo Lane x SMOKE LAB (Goa)

31<sup>st</sup> JAN

Birch by Romeo Lane x SMOKE LAB (Goa)

31<sup>st</sup> JAN





## COCKTAIL OF THE MONTH: BLACK MIST

Features the quintessential flavors of the holiday season – notes of liquorice, cranberry and orange are sure to bring a whole lot of cheer to any party.

**GLASSWARE** – Tumbler

### INGREDIENTS:

- 60 ml Smoke Lab Vodka Aniseed
- 2 tsp dried cranberries
- 01 orange wedge squeezed/ 1 dehydrated orange slice
- 3 drops orange bitters

### METHOD:




In a tumbler pour Smoke Lab Vodka Aniseed and dried cranberries and muddle until flavors are released. Add three drops of orange bitters and squeeze a fresh wedge of orange and drop. Overfill the glass with crushed ice. Garnish with dried cranberries and dehydrated orange.



## 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.



	<p>Mr. Naveen Singh Rawat, Assistant Manager – On Trade is based at NV Corporate office, New Delhi. He likes travelling and playing volley ball. Born on the 11th of January.</p>
<p>Mr. Dinesh Garg, Chief Financial Officer is based at NV Corporate office, New Delhi. He likes listening music and watching news. Born on the 20th of January.</p>	
	<p>Mr. Ravi Prakash Singh, Assistant Manager – Finance is based at NV Corporate office, New Delhi. He likes watching movies &amp; playing cricket. Born on the 21st of January.</p>

## FAREWELL

Farewell Ceremony of Mr. Rohan Swing (Sr GM - Finance & Accounts). He had a long 14 years association with the company.







## NEW MEMBERS OF NV FAMILY:



**Ms. Ritika Rampal** has joined us today as “**EA to Chairman**” in NV Distilleries & Breweries Pvt. Ltd.

Ritika will be responsible for assisting the Director Wing in daily operations.

Ritika has got 15 Years of rich experience in the hospitality industry. She started her career with Park Plaza Hotel. Then she joined Jet Airways. Her last stint was with HCL Technologies where she worked as Deputy Manager – Chairman Floor.

She has done B. Com. from Delhi University and having diploma in Aviation, Hospitality & Travel Management from Frank Finn Institute of Air Hostess Training.

Ritika is married to Mr. Umang Srivastava, an IT professional. They are blessed with a baby boy, Master Atharva.

She will be reporting to the **Chairman sir**. Her official email-id is [ea@nvgroup.co.in](mailto:ea@nvgroup.co.in) and can be reached at +91 - 7838092908.

**Mr. Amar Kumar** has Joined us as “**Asst. Manager – Key Accounts**” in NV Distilleries & Breweries Pvt. Ltd.

He will be responsible for developing and handling Key Accounts in Noida region.

Mr. Amar has got 20 Years of rich experience in Sales & Marketing. He started his career with ICICI Bank Pvt. Ltd. Thereafter he worked with ING Vyasa, HDFC Bank, Neoauto Technomedia Pvt. Ltd., Galaxy Automobiles Pvt. Ltd., Pernod Ricard India Pvt. Ltd., Brindco Sales Pvt.. Ltd. His last stint was with Pernod Ricard India Pvt. Ltd. where he worked as TSE- On Trade.

He has done Graduation (B.A.) from Vinayak Mission Sikkim University.





His wife is Mrs. Anamika Tomer a house maker, both blessed with one daughter, Baby Manya studying in Kindergarten.

He will be reporting to **Mr. Deepak Vashistha (AGM- Key Accounts)**.

His official email-id is [amarkumar@smokelabvodka.com](mailto:amarkumar@smokelabvodka.com) and can be reached on +91 - 9711607706

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**Mr. Bharat Bhushan Bhardwaj** has joined us today as “**Head - Finance**” in NV Distilleries & Breweries Pvt. Ltd. based at Head Office, New Delhi.

He will be responsible for Finance & Accounts operations of NV Group.

Bharat has got 12 Years of rich experience in the manufacturing industry. He started his career with O.P. Bagla & Co. Then he worked with Meh India Overseas Pvt. Ltd., Moser Baer India Ltd. and Indian Synthetic Rubber Private Limited. His last stint was with Devyani International Limited where he worked as DGM - Finance.

He has done CA from ICAI, Delhi and B.Com from Ram Lal Anand College, Delhi University.

Bharat is happily married to Ms. Deepika Bhardwaj who is a government employee. They are blessed with a baby girl, Ms. Aditi Bhardwaj.

He will be reporting to the **Chairman sir**. His official email-id is [headfinance@nvgroup.co.in](mailto:headfinance@nvgroup.co.in) and can be reached at +91 – 9289150533.

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**Mr. Sandeep Kumar** has joined us as “**Assistant Manager - Sales**” in NV Distilleries Pvt. Ltd. based at **HQ – Karnal (Haryana)**.

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

Sandeep has done graduation (B.A.) from K.U.K. Haryana. He got 16.5 years of total experience. He started his career with United Spirits Ltd. Thereafter he joined in Saraya Distillery, Tilak Nagar Industries Ltd., I Brand Beverages Ltd., Arjun Bottling Plant Pvt. Ltd., NV Distilleries Pvt. Ltd., United Spirits Limited. His last stint was with Globus Spirits Ltd. where he worked as Territory Sales Executive.



He is married to Mrs. Neelam Verma, she is a home maker. They are blessed with a boy, Master Gauransh, studying in 2<sup>nd</sup> standard.

He will be reporting to **Mr. Lokesh Singh - GM Sales (Haryana)**. His official email-id is [sandeepkumar@nvgroup.co.in](mailto:sandeepkumar@nvgroup.co.in) and can be reached at 9812352006.

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**Mr. Gaurav Garg** has joined us as “**GM – Finance & Accounts**” in NV Distilleries & Breweries Pvt. Ltd.

He will be responsible for Finance & Accounts operation of NV Group.

Gaurav has got 14 years of rich experience in Finance & Accounts. He started his career with KPMG – BSR & Co. LLP. Thereafter he worked with Keysight Technologies, Devyani International, CP wholesale (Lots Brand). His last stint was with Emaar India Ltd where he worked as DGM Finance.

He has done CA from The Institute of Chartered Accountants of India & Diploma in IFRS from ACCA UK.

His official email-id is [gmfiacc@nvgroup.co.in](mailto:gmfiacc@nvgroup.co.in) and can be reached at +91 - 9811343259.

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**Mr. Akshat Verma** has joined us as “**Head Sales – West**” in NV Distilleries & Breweries Pvt. Ltd. based at **HQ – Mumbai (Maharashtra)**.

He will be responsible for operations of West region (Maharashtra, Daman, Diu, Silvassa & Goa).

Akshat has got 19 Years of rich experience in the Breweries & Telecom industry. He started his career with IMS Learning Resource Pvt. Ltd. Then he worked with Pepsi Co India, Reliance Communications, Idea Cellular Ltd., Carlsberg India Pvt. Ltd. & Allied Blenders & Distillers Pvt. Ltd. His last stint was with B9 Beverages Ltd. (Bira91) where he worked as Director Sales (West Region).

He did his PGDBM from BVIMSR, Mumbai and B.Com from Patna University.

Akshat is married to Ms. Ritika Verma who is a housemaker. They are blessed with two kids Master Samik Verma, studying in 07<sup>th</sup> Standard and Miss Samisha Verma.

He will be reporting to **Mr. Varun Jain, CEO**. His official email-id is [akshatverma@nvgroup.co.in](mailto:akshatverma@nvgroup.co.in) and can be reached at +91 – 9702007377.



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**Mr. Ajay Partap Singh** has joined us as “**Sr. Manager – Production**” in NV Distilleries & Breweries Pvt. Ltd.

Ajay will be responsible for Plant Production.

Ajay has got 17 Years of rich experience in Plant Production. He started his career with M/S Kishan Sahakari Chini Mill & Distillery. Thereafter he worked with Agbiotech Industries Pvt. Ltd. M/S Marya Grain Distilleries Pvt. Ltd. M/S Se-niti-



Bio Products Pvt. Ltd. M/s HSB Agro Pvt. Ltd. His last stint was with the ADS Spirit Pvt. Ltd. where he worked Manager.

He has done B.S.C (PCM) From CS J.M Kanpur University.

Ajay is married to Mrs. Shivani Singh, she is house Wife. They are blessed with two Kids, Ms. Aavya Singh, studing 5<sup>th</sup> Standard and Master Adwait Pratap Singh.

He will be reporting to **Mr. Raj Kumar Kannujia**“Sr. Vice President - Manufacturing”. His official email-id is [prodrajpura@nvgroup.co.in](mailto:prodrajpura@nvgroup.co.in) can be reached on +91 – 9992724095.

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**Mr. Rajesh Israni** has Joined us as “**Head – Marketing**” in NV Distilleries & Breweries Pvt. Ltd. He will be based out of Mumbai.

Rajesh will be responsible for the Marketing functions of NV Group.

Rajesh is a seasoned Marketing & Sales professional with more than 25 years of rich experience. He started his career with American Dry Fruits. Thereafter he worked with Maxwell Apparel Pvt. Ltd., Diageo India, Moet Hennesy India, Roque Enterprises, Bliquid, Aspri Spirits Pvt. Ltd. His last stint was with Anggels’ Share LLP where he worked as Director of Sales & Marketing.



Rajesh did his graduation (B. Sc.) from KC College, Bombay University.

He is married to Mrs. Sarita Israni is working as Product Head with ICICI Bank. They are blessed with a daughter, Ms. Muskan Israni, working as Sales Analyst with Jorge Western Foods.

He will be reporting to **Mr. Varun Jain, CEO**.

His official email-id is [marketinghead@nvgroup.co.in](mailto:marketinghead@nvgroup.co.in) and can be reached at +91 - 9820908907 .

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**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.**