



NEWSLETTER

The Internal Newsletter of NV Group

CEO SPEAKS:



As we move from one assignment to another, and grow stronger with each passing day in the fast-changing face of our industry, one thing remains constant: the importance of ownership coupled with accountability .. In our journey towards success, these two pillars serve as the bedrock of our organizational culture, driving our collective efforts and propelling us towards our goals ..

Ownership is more than just a word; it's a mindset, a commitment to excellence, and a willingness to go above and beyond .. When each member of our team takes ownership of their tasks, projects, and responsibilities, it creates a sense of empowerment and fosters a culture of proactivity .. It's about embracing challenges, taking initiative, and pushing boundaries to achieve remarkable outcomes ..

However, ownership alone is not enough .. True success is achieved when ownership is accompanied by accountability .. Accountability ensures that we not only take ownership of our actions but also accept responsibility for the outcomes, whether they are positive or negative. It's about holding ourselves and each other answerable for our commitments, decisions, and results.

As the CEO of NV Group, I firmly believe that fostering a culture of ownership with accountability is essential for our sustained growth and success. Here's why:

- **Drive for Excellence:** When every team member feels a sense of ownership, they are driven to deliver their best work. They take pride in what they do and are motivated to continuously improve and innovate.
- **Effective Collaboration:** Ownership fosters collaboration by encouraging individuals to take the initiative and contribute their ideas and expertise. When everyone takes ownership of their part, it creates a seamless synergy where each piece fits together to achieve a common goal.
- **Adaptability and Resilience:** In today's fast-paced world, adaptability is key to staying ahead. When individuals take ownership of their roles, they are more likely to adapt to change proactively and find creative solutions to challenges. Moreover, accountability ensures that we learn from setbacks and emerge stronger and more resilient.



- **Trust and Transparency:** Ownership with accountability builds trust within the team and with our stakeholders. When we hold ourselves accountable for our actions and decisions, it demonstrates integrity and transparency, fostering trust and confidence in our organization.
- **Continuous Learning and Growth:** Embracing ownership with accountability creates a culture of continuous learning and growth .. When we take ownership of our mistakes, we turn them into valuable learning opportunities that drive personal and professional development.

As we move forward, let us recommit ourselves to embracing ownership with accountability in everything we do. Let us hold ourselves to the highest standards, challenge the status quo, and strive for excellence in every endeavour. Together, we will not only achieve our goals but surpass them, leaving a lasting impact on our company and our industry.

Thank you for your unwavering dedication and commitment.

Best always,

Varun Jain

Chief Executive Officer



#TOGETHER WE CAN#

As we embark on a new financial year, it's essential to set clear goals that will drive our organization towards success. Setting up goals not only provides a roadmap for the year ahead but also aligns our efforts towards a common vision. Here's a strategic approach to goal-setting for the upcoming year:

1. **Reflect on Past Performance:** Take stock of the previous year's achievements and setbacks. Analyze what worked well and what areas need improvement. This reflection will inform the direction for setting new goals.
2. **Align with Organizational Objectives:** Ensure that the goals set for each department or team align with the broader objectives of the organization. This alignment ensures that everyone is working towards the same overarching goals.
3. **Foster Accountability:** Establish a system for tracking progress towards goals and holding individuals and teams accountable for their performance. Celebrate successes and provide constructive feedback to keep teams motivated.
4. **Stay Agile:** In today's fast-paced business environment, flexibility is key. Be prepared to adjust goals and strategies as needed based on changing market conditions or internal factors.



By following these steps, we can set ourselves up for a successful and productive new financial year. Let's approach goal-setting with enthusiasm, creativity, and a commitment to excellence.

Here's to a year of growth, innovation, and achievement!

Neha Gupta
Director - HR, Admin. & Commercial



Celebrated **Women's Day** at our Head Office, New Delhi along with surprise gifts.

NV GROUP

8 March
happy international women's day

OF OUR WOMEN
FOR OUR WOMEN

WE ARE WHO WE ARE
**BECAUSE OF
OUR WOMEN!**

A day dedicated to **mothers, sisters, wives & daughters,**
who inspire others



SMOKE LAB EVENTS:

INDIA COCKTAIL WEEK

Gurugram 9th & 10th March







Ambrosia Awards

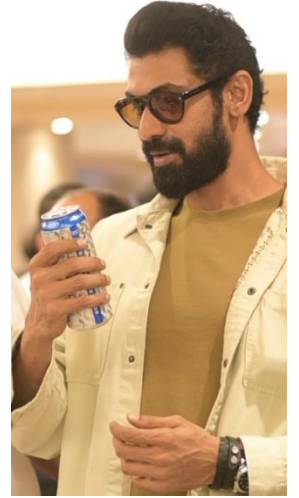
Gurugram 14th March

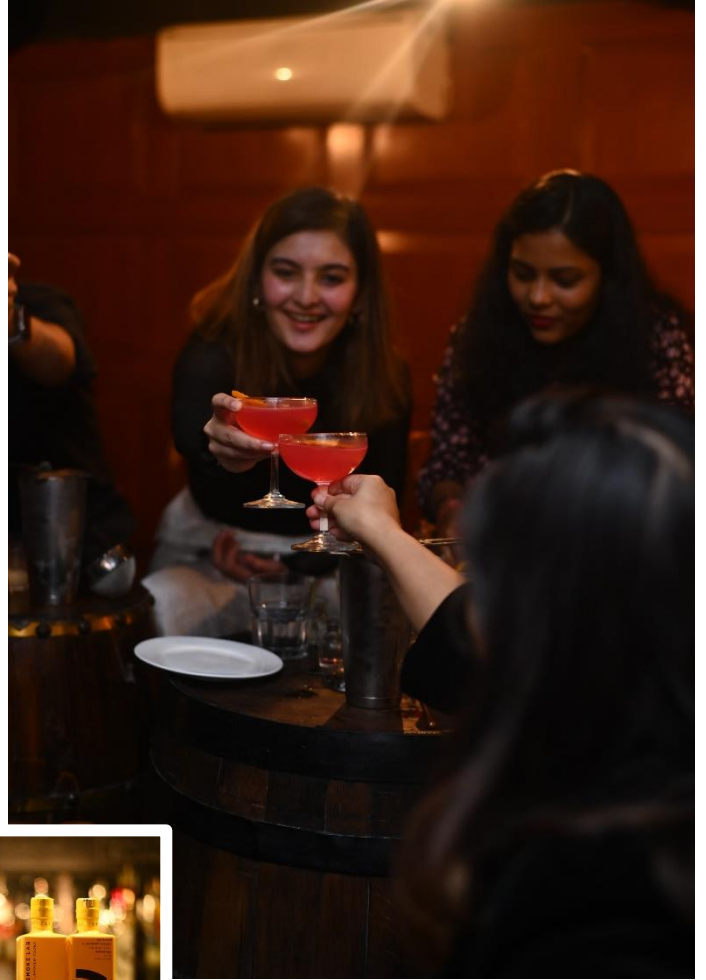




Foodstories

Delhi 16th March





Bageecha

Delhi 19th March





Sidecar

Delhi 20th March



COCKTAIL OF THE MONTH: THE PERENNIAL MARTINI

There is nothing more sexy than a martini. This one is an aromatic version with hints of bitter orange and Vetiver. Even sexier.

GLASSWARE – Nick and Nora

INGREDIENTS:

- 50 ml Smoke Lab Vodka Aniseed
- 10 ml Campari
- 10 ml Vetiver syrup
- 20 ml dry white wine

METHOD:

In a mixing glass filled with ice, pour the above ingredients and stir for a long time. Strain into a chilled Nick and Nora glass and garnish with dried Vetiver root and serve.





EMPLOYEE ENGAGEMENT AT UNIT

NV's Human Resource department always think and work towards to keep employees engaged and aligned to the business by arranging employee engagement activities at the Unit and corporate level. It plays an important role as we believe that employees are our assets and we value them.




Holi Celebration

Badholi Plant



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. Rajender Kumar – Graphic Designer is based at NV Corporate office, New Delhi. He loves watching cricket and creation in work. Born on 02nd of March.</p>
<p>Ms. Moumita Bhattacharyya, Sr. GM – HR & Admin is based at NV Corporate office, New Delhi. She likes handicrafts, cooking, and gardening. Born on the 11th of March.</p>	
	<p>Mr. Deepak Vashistha, AGM – Key Accounts is based at NV Corporate office, New Delhi. He likes travelling, exploring new places, people interactions, adventure sports and music. Born on the 21st of March.</p>

NEW MEMBERS OF NV FAMILY:



Mr. Angad Bhatia has joined as “**Sr. Executive - Key Accounts**” in NV Distilleries & Breweries Pvt. Ltd. based at **H.Q. - Lucknow**.

He will be responsible for handling Key Accounts of NV Group.

Angad has got 7 Years of experience in Sales & Marketing. He has done Post Graduate Diploma in Retail Management from Symbiosis.

He will be reporting to **Mr. Abhishek Tewari (Manager – Key Accounts)**. His official email-id is angadbhatia@nvgroup.co.in and can be reached at +91 – 8052786757.



Mr. Ajay Singh has joined as “**Sr. Sales Executive**” in NV Distilleries & Breweries Pvt. Ltd. based at **H.Q. – Palamu (Jharkhand)**.

He will be responsible for handling Sales function of NV Group in Jharkhand region.

Ajay has got 17 Years of rich experience in Sales & Marketing. He has done Graduation (B.A.) from V.B.U. Hazaribagh.

He will be reporting to **Mr. Manoj Jha (Manager – Sales)**. His official email-id is ajaysingh@nvgroup.co.in and can be reached at +91 – 6204418795.



Mr. Kumar Kaushal has joined as “**Sr. Sales Executive**” in NV Distilleries & Breweries Pvt. Ltd. based at **H.Q. –Ranchi (Jharkhand)**.

He will be responsible for handling Sales function of NV Group in Jharkhand region.

Kumar has got 15 Years of rich experience in Sales & Marketing. He has done M.B.A.(Finance & Marketing) from Madurai Kamaraj University.

He will be reporting to **Mr. Manoj Jha (Manager – Sales)**. His official email-id is kumarkaushal@nvgroup.co.in and can be reached at +91 – 99341 86182.

Mr. Jivesh Harishchandra Dubey has joined as “**Area Sales Executive**” in NV Distilleries & Breweries Pvt. Ltd. based at **H.Q. - Mumbai**.

He will be responsible for handling Sales function of NV Group.

Jivesh has got 12 Years of rich experience in Sales & Marketing.

He has done Graduation (B.A.) from Allahabad University.

He will be reporting to **Mr. Rohit Parashar (General Manager – Sales)**. His official email-id is jiveshdubey@nvgroup.co.in and can be reached at +91 – 93232 63521.



Mr. Anil Rathore has joined us as “**Head-Engineering**” in NV Distilleries Pvt. Ltd. He will be based at **Badholi unit**.

Anil is a seasoned engineering professional with more than 16 years of rich experience. He started his career with M/s Daurala Sugar works Limited. Thereafter he worked with M/s Radico Khaitan Pvt Ltd & Mawana Sugar Ltd and Globus Spirit Ltd. His last stint was with Bajaj Hindusthan Pvt Ltd. where he worked as Assistant General Manager- Engineering.



Anil did Master in Engineering from Bharat Institute of Engineering Meerut. He is married to Mrs. Taneshwari Rathore, who is a house wife. They are blessed with one son, Rudraksh Rathore. He is studying in school.

Anil will be reporting to **Mr. Narendra Bahadur Singh “Sr. Vice President-Manufacturing”**.

His official email id is badholiengineering@nvgroup.co.in and he can be reached at +91 – 917496953115.

Mr. Chandrakant Sharma has joined us as “**Sr. Executive – Accounts**” in NV Distilleries & Breweries Pvt. Ltd. based at NVDBPL – Raipur (Chhattisgarh).

He will be responsible for accounts and commercial function at unit.

Mr. Chandrakant has got 13 years of rich experience. He started his career with S.K. Enterprises. Thereafter he worked with SMV Beverage Pvt. Ltd, Chandra Foods Pvt. Ltd., Devyani Food Industries Ltd., Videocon Industries Ltd., VST Industries Ltd. and BTPL. His last stint was with Prama Hikvision India Pvt. Ltd. where he worked as Executive Branch Accounts.



He has done PGDM (Finance) from IIMS Pune & PGDCA from HSH KORBA, C.G. He is married to Ms. Sweta Sharma who is a Govt. Teacher by profession.

He will be reporting to **Mr. Arjun Singh- DGM Manufacturing (Administratively)** and **Mr. Ankit Goel (Functionally)**. His official email-id is: cqacc@nvgroup.co.in and can be reached at 9893328637.



Mr. Rupesh D. Sakhare has Joined us as “**Assistant Manager – Sales**” in NV Distilleries & Breweries Pvt. Ltd. He will be based at **H.Q. Pune (Maharashtra)**.

Rupesh will be responsible for Retail Sales operations of NV Group.

Rupesh is a seasoned Sales professional with more than 23 years of rich experience. He started his career with Shree Precoated Steels Ltd. Thereafter he worked with P&G Ltd., Hindustan Coca Cola Beverages Pvt. Ltd. and ABInbev India Ltd. His last stint was with Bira91 Beverages Pvt. Ltd. where he worked as Sr. Territory Sales Executive.

He did his Marketing Management from Pune University and Mechanical Engg Diploma from C.W.I.T Pune.

He is married to Mrs. Suchitra, a house maker. They are blessed with children- Vedant and Akshada. Both are school going kids.

He will be reporting to **Mr. Akshat Verma (Head Sales – West)**.

His official email-id is rupesh@nvgroup.co.in and can be reached at +91 – 9975569795.



Mr. Sarabjeet Singh Kohli has Joined us as “**General Manager – Sales**” in NV Distilleries & Breweries Pvt. Ltd. He will be based at **H.Q.- Chandigarh.**

He will be responsible for IMFL Sales operations of NV Group.

Mr. Sarabjeet is a seasoned Sales professional with more than 21 years of rich experience. He started his career with United Spirits Ltd., Allied Domecq Spirits and Wine India Pvt. Ltd. and Pernod Ricard India Ltd. His last stint was with Kristal Spirits India Pvt. Ltd. where he worked as Assistant General Manager – North.



He did MBA in Marketing & HR from Maharishi Dayanand University, Rohtak.

He is married to Mrs. Jasleen Kaur who is a Teacher by profession. They are blessed with two children – Jasmin Kaur & Jaideep Singh, both are studying.

He will be reporting to **Mr. Puneet Gujral (Head Sales – North & North East).**

His official email-id is sarabjeetkohli@nvgroup.co.in and can be reached at +91 - 8146654709.



Mr. Upendra Uday Gaonkar has joined as “**Asst. Manager Sales**” in NV Distilleries & Breweries Pvt. Ltd. based at **H.Q. – North Goa.**

He will be responsible for handling Sales function of NV Group.

Upendra has got 11 Years of rich experience in Sales & Marketing.

He has done Graduation (B. Com.) from Goa University.

He will be reporting to **Mr. Dattatreya Mairal (State Head- Goa).** His official email-id is upendragaonkar@nvgroup.co.in and can be reached at +91 – 95794 92418.

Mr. Mayur Jethwa has joined as “**Asst. Manager – Key Accounts**” in NV Distilleries & Breweries Pvt. Ltd. based at **H.Q. – Pune.**

He will be responsible for handling Key Accounts of NV Group.

Mayur has got 6.5 Years of experience in Marketing and customer handling.

He has done B.H.M. from Pune University.



He will be reporting to **Mr. Hardik Arora (Manager – Key Accounts).** His official email-id is mayurjethwa@smokelabvodka.com and can be reached at +91 – 97650 75337.

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.

