

# NEWSLETTER

## The Internal Newsletter of NV Group

### CEO SPEAKS:



As a founder, I've learned that the heartbeat of any successful venture is a robust plan coupled with a clear focus on long-term goals. In the hustle and bustle of daily operations, it's easy to get caught up in the immediate challenges and opportunities that come our way. However, without a strategic vision and meticulous planning, we risk losing sight of our ultimate objectives. Today, I want to share some insights on why planning and long-term focus are paramount for sustained success.

**The Vision; Your North Star:** Every successful journey begins with a clear vision. This vision acts as your North Star, guiding you through the myriad decisions and challenges you will inevitably face. It's the long-term goal that gives purpose to your daily efforts and helps align your team towards a common objective. When I founded Smoke Lab, I envisioned not just a successful business, but a transformative one. This vision was the cornerstone of our planning process, ensuring that

every strategic decision was made with our long-term goals in mind.

**The Blueprint; Crafting a Strategic Plan:** A vision without a plan is merely a dream. To turn that vision into reality, we need a strategic plan—a comprehensive roadmap that outlines the steps necessary to achieve our long-term goals. This plan should include:

**Market Analysis:** Understanding the landscape in which we operate is crucial. This involves analyzing market trends, customer needs, and competitive dynamics.

1. **Goals and Milestones:** Break down your long-term vision into smaller, actionable goals. Set clear milestones to measure progress and celebrate achievements along the way.
2. **Resource Allocation:** Determine the resources—time, money, talent—required to achieve your goals. Efficiently allocate these resources to maximize impact.
3. **Risk Management:** Identify potential risks and develop mitigation strategies. Being prepared for obstacles helps in navigating them effectively when they arise.
4. **Continuous Review:** A strategic plan is not set in stone. Regularly review and adjust it based on new information, changing circumstances, and lessons learned.

### The Discipline: Staying Focused

In the dynamic environment of business, staying focused on long-term goals can be challenging. Immediate issues often demand our attention, and opportunities can tempt us to deviate from our path. However, discipline in sticking to your strategic plan is crucial for long-term success.

Here are a few strategies to maintain focus:

1. **Prioritize Ruthlessly:** Not all tasks are created equal. Prioritize those that align with your long-term goals and have the most significant impact.
2. **Delegate Effectively:** Trust your team with responsibilities. Delegating not only empowers your team but also allows you to focus on strategic priorities.
3. **Avoid Shiny Object Syndrome:** New opportunities will always arise. Evaluate them critically to ensure they align with your long-term vision before diverting resources.

### The Payoff: Achieving Sustainable Success

Planning and focusing on long-term goals yield significant benefits:

1. **Sustainable Growth:** A clear plan allows for sustainable and manageable growth, rather than erratic spurts.
2. **Resilience:** A long-term focus builds resilience. When short-term setbacks occur, a well-thought-out plan helps keep the bigger picture in perspective.
3. **Innovation:** Strategic planning fosters an environment where innovation can thrive. By understanding long-term goals, teams are encouraged to think creatively about how to achieve them.
4. **Competitive Advantage:** Companies with a long-term vision are better positioned to anticipate market changes and stay ahead of competitors.

### Charting Your Course

In conclusion, the importance of planning and focusing on long-term goals cannot be overstated. It is the foundation upon which sustainable success is built. As founders and leaders, we must embrace the discipline of strategic planning and remain steadfast in our pursuit of long-term objectives. By doing so, we not only steer our companies toward success but also inspire our teams to strive for excellence.

Remember, the journey of a thousand miles begins with a single step, but it's the destination that defines the journey. Let's chart our course wisely, with our eyes fixed firmly on the horizon.

Best always,

**Varun Jain**

**Chief Executive Officer**

## #TOGETHER WE CAN#

We are thrilled to announce a significant milestone in our company's journey: we have secured the opportunity to sell Smoke Lab to start with, in the Indian Military Canteen. This achievement not only opens up a new and prestigious market for our products but also strengthens our commitment to supporting the brave men and women who serve our nation.

### The Indian Military Canteen: A Prestigious Platform

The Indian Military Canteen, known formally as the Canteen Stores Department (CSD), is a vital support system for the Indian Armed Forces. It provides a range of goods and services at subsidized rates to military personnel, ex-servicemen, and their families. Being part of this exclusive network is an honour and a testament to the quality and reliability of our products.

### Significance of This Opportunity

- **Enhanced Brand Credibility:** Selling Smoke Lab in the CSD enhances our brand's credibility. The rigorous selection process and quality checks ensure that only the best products make it to the shelves of military canteens. This endorsement speaks volumes about our commitment to excellence.
- **Expanded Customer Base:** The CSD services millions of active and retired military personnel and their families. This vast and diverse customer base offers a tremendous opportunity for us to expand our reach and grow our market share.
- **Supporting Our Heroes:** By offering our products through the CSD, we contribute to the well-being of the armed forces community. Our products will become a part of their daily lives, supporting them in their noble mission to protect our nation.



### Importance of Serving the Military Community

- **Honouring Sacrifices:** The military community makes countless sacrifices to ensure our safety and security. By providing them with high-quality products at affordable prices, we acknowledge and honour their dedication and service.
- **Building Trust and Loyalty:** Gaining the trust of the military community is invaluable. This relationship can lead to long-term loyalty and word-of-mouth promotion, further solidifying our brand's reputation.
- **Corporate Social Responsibility (CSR):** Our involvement with the CSD aligns with our corporate social responsibility goals. It demonstrates our commitment to giving back to the community and supporting those who serve our country.

**Our Commitment to Quality and Excellence**

To ensure that we meet the high standards of the CSD, we have implemented stringent quality control measures across our production and supply chain processes. Our team is dedicated to maintaining the highest levels of product integrity, safety, and customer satisfaction.

**Looking Ahead**

This opportunity marks the beginning of a new chapter for our company. We are excited about the possibilities that lie ahead and are committed to making a positive impact on the lives of military personnel and their families. As we embark on this journey, we look forward to your continued support.

*Securing a place in the Indian Military Canteen is not just a business achievement; it is a proud moment for our entire team. We are honoured to serve those who serve our nation and are dedicated to upholding the trust and confidence placed in us. Together, we will continue to strive for excellence and contribute to the well-being of our armed forces community.*

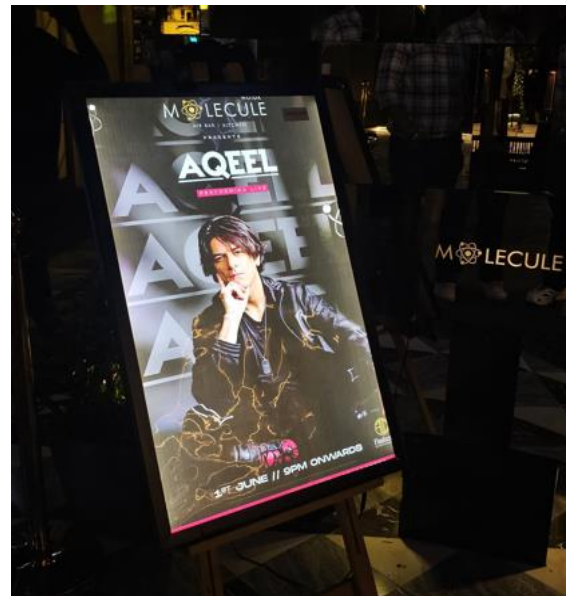
Thank you for being a part of our journey. Here's to new beginnings and a brighter future!

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

## SMOKE LAB EVENTS:

Molecule X Smoke Lab Vodka (DJ AQEEL)

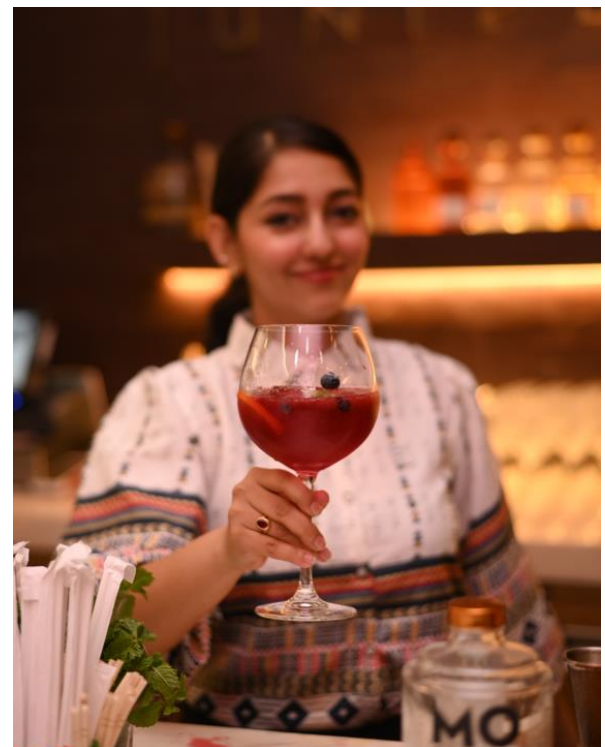
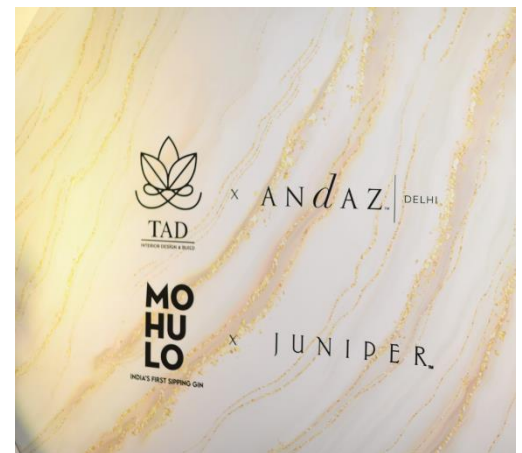
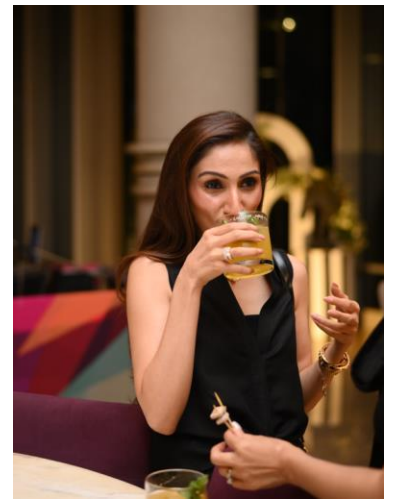
1<sup>st</sup> June 2024





**Andaaz X Smoke Lab Vodka**

**7<sup>th</sup> June 2024**





Vesper X The Leela Palace X Smoke Lab Vodka X MOHULO

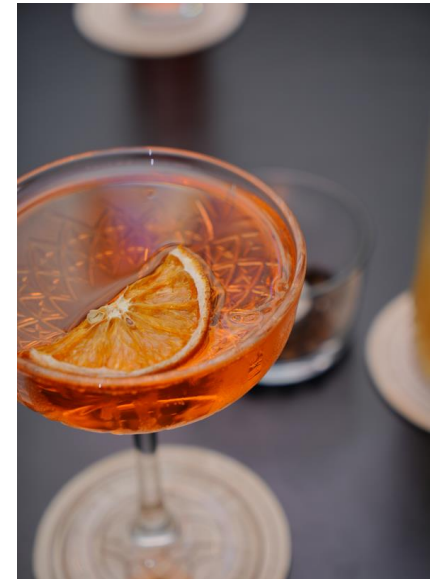
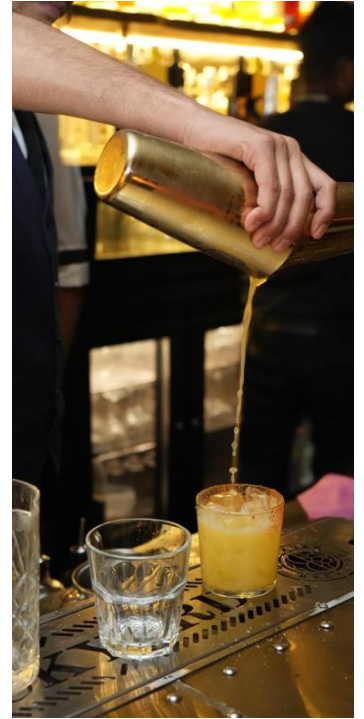
7<sup>th</sup> June 2024





**The Backyard X Smoke Lab Vodka**

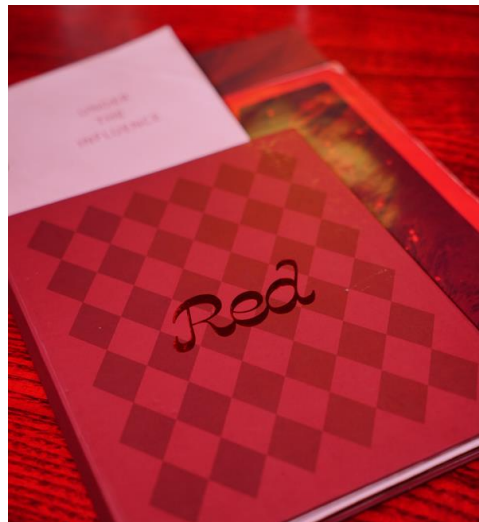
**12<sup>th</sup> June 2024**





Red X Smoke Lab Vodka

14<sup>th</sup> June 2024



## COCKTAIL OF THE MONTH: PRUNUS SPARKLE

Great for the change of season, this lengthy twist on a classic Manhattan offers great comfort to the imbibers. By switching the rye with Smoke Lab Vodka, the drink becomes smoother.

**GLASSWARE** – Tall Glass

### INGREDIENTS:

- 45 ml Smoke Lab Vodka Classic
- 15 ml cherry-infused sweet Vermouth
- 3 drops aromatic bitters
- Classic tonic water

### METHOD:

In a tall glass filled with ice, measure the above ingredients and top up with tonic. Garnish with Vermouth soaked cherries and server.





## 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.



Ms. Kanika Dung Arora – Asst. Manager – Administration at NV Corporate office, New Delhi. She enjoys travelling and gardening. Born on 02<sup>nd</sup> June.



Mr. Ram Bihari Sachan – Sr. GM – Finance is based at NV Corporate office, New Delhi. He loves playing cricket and watching old movies. Born on 05<sup>th</sup> June.

<p>Mr. Sameer Goyal – Managing Director is based at NV Corporate office, New Delhi. He enjoys travelling and listening to music. Born on 13<sup>th</sup> June</p>	
	<p>Mr. Rahul Kumar – Assistant Manager - Accounts is based at NV Corporate office, New Delhi. He likes Gyming and listening to music. Born on 17<sup>th</sup> June</p>
<p>Mr. Praveen Agarwal – DGM - Accounts is based at NV Corporate office, New Delhi. He enjoys playing badminton and listening music. Born on 20<sup>th</sup> June</p>	
	<p>Mr. Aman Jain – VP – F &amp; A is based at NV Corporate office, New Delhi. He likes watching cricket, reading, music and travelling. Born on 25<sup>th</sup> June.</p>



## NEW MEMBERS OF NV FAMILY:



**Mr. Gaurav Singh** has joined us as “**Deputy Manager – Quality Control**” in NV Distilleries & Breweries Pvt. Ltd. based at **Rajpura, Punjab**.

He will be responsible for Quality Control operations of Rajpura Plant.

Mr. Gaurav Singh has 08 years of experience in Quality Control Department. He started his career with Bacardi India Pvt. Ltd. Thereafter, he joined SVP Industries Limited where he worked as Assistant Manager - Quality.

He did B. Tech (Chemical Engineering) from UPTU, Lucknow.

He will be reporting to **Mr. Ramesh Chandra Gaudo, Sr. Vice President – Operations (Blending & Bottling)**. His official email-id is [gcnvdbpl@nvgroup.co.in](mailto:gcnvdbpl@nvgroup.co.in) and can be reached at +91 - 7668721328.

**Mr. Jitesh Kumar Behera** has joined us as “Sr. Executive - Accounts” in NV Distilleries & Breweries Pvt. Ltd. based at Head Office, New Delhi.

He will be responsible for Accounts operations of Head Office.

Mr. Jitesh Kumar Behera has got 03 years of experience in finance & accounts. He started his career with Kamal CED Solution LLP. Thereafter he joined in Studiokon Venture Pvt. Ltd. His last stint was with Frontline VR India Pvt Ltd. where he worked as Executive - Accounts.



He did B.Com from Utkal University, Odisha.

He will be reporting to **Mr. Ankit Goel, AGM – F&A**. His official email-id is [jiteshbehera@nvgroup.co.in](mailto:jiteshbehera@nvgroup.co.in) and can be reached at +91 - 8637202613.



**Mr. Rajendra Singh Rawat** has joined us as “State Head – UP East” in NV Distilleries & Breweries Pvt. Ltd. based at HQ – Kanpur (UP).

He will be responsible for sales operations for Eastern UP Region.

Mr. Rajendra has got 24 years of rich experience of Sales Distribution in Liquor Industry. He started his career with Radico Khaitan Ltd. Thereafter he joined in Jagatjit Industries Ltd., A.B. Sugar Limited, Tilaknagar Industries Ltd., Brima Sagar Maharashtra Distilleries Ltd. & Oasis Group of Companies. His last stint was with AB In-Bev India where he worked as Area Sales Lead (Eastern UP).

He did PG Diploma in Business Management from Institute of Productivity & Management, Kanpur (UP).

He will be reporting to **Mr. Niraj Kumar Srivastava, GM – Sales (HR, UP & UK)**. His official email-id is [rajendrarawat@nvgroup.co.in](mailto:rajendrarawat@nvgroup.co.in) and can be reached at +91 - 9412058766.

**Mr. Saurabh Sharma** has joined us as “**AGM – Finance**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office, New Delhi**.

He will be responsible for Finance operations of NV Group.

Mr. Saurabh has got 09 years of rich experience of finance & accounts. He started his career with Birla Sugar Ltd. Thereafter he joined in Dalmia Bharat Group. His last stint was with Avadh Sugar & Energy Ltd. where he worked as Senior Manager – F&A.

He did CA from ICAI, New Delhi and M.Com from Rajasthan University.

He will be reporting to **Mr. R. B. Sachan, Sr. General Manager – Finance**. His official email-id is [saurabhsharma@nvgroup.co.in](mailto:saurabhsharma@nvgroup.co.in) and can be reached at +91 – 9079785585.



**Mr. Shivam Tyagi** has joined us as “**Asst. Manager - Accounts**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office, New Delhi**.

He will be responsible for Accounts operations of Head Office.

Mr. Shivam Tyagi has got 05 years of experience in finance & accounts. He started his career with VRS Foods Ltd. (Paras Dairy) where he worked as Sr. Executive – Accounts before joining us.

He did M.Com from CCS University, Meerut & Pursuing MBA from Subharti University, Meerut.

He will be reporting to **Mr. Gaurav Garg, Manager – F&A**. His official email-id is [shivamtyagi@nvgroup.co.in](mailto:shivamtyagi@nvgroup.co.in) and can be reached at +91 - 7983312285.

**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.**