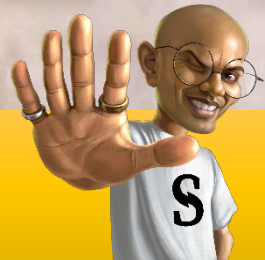


NV Group Times

of NV GROUP, for NV GROUP, by NV GROUP



**SMOKE LAB SAFFRON VODKA
IS THE WORLD'S
FIRST SIPPING VODKA**



**SMOKE LAB VODKA
IS ABOUT TO
INTRODUCE
SOMETHING OUT OF
THE BOX**



VARUN JAIN: FOUNDER & CEO SMOKE LAB VODKA

CEO Speaks

In the world of business, particularly in leadership roles, we often hear about the importance of hard work, dedication, and vision. While these attributes are undoubtedly essential, there's another ingredient that has fuelled my journey and continues to drive my company toward unprecedented success—embracing a little bit of "crazy"

The Power of Unconventional Thinking

The term "crazy" might sound extreme, but let's redefine it. To me, being crazy isn't about losing touch with reality; it's about daring to see reality differently. It's the willingness to entertain ideas that others might dismiss as too radical or too risky. It's the audacity to pursue paths that others deem impractical. In today's fast-paced, ever-evolving world, conventional wisdom can often lead to stagnation. The same tried-and-true

methods can only take you so far. What propels a company forward, what drives innovation, and what enables extraordinary achievements is a mindset that is willing to question, challenge, and break away from the norm.

Walking the Extra Mile

One of the most significant lessons I've learned is that the extra mile isn't crowded—because it's not easy to get there. Most people stop at "good enough." But when you're a little crazy, "good enough" simply isn't enough. That extra mile is where the magic happens, where you find solutions that others overlook, and where you unlock the potential that others can't see. For me, being crazy has meant pushing beyond the limits of what's considered possible. It's meant staying up late to brainstorm ideas that might seem outlandish, and it's meant making decisions that others might shy away from. This mindset isn't about recklessness; it's about resilience. It's about believing in something so strongly that you're willing to take the risks necessary to make it happen.

The Extraordinary as a Standard

The extraordinary doesn't happen by accident. It's the result of consistent, focused effort and a willingness to go where others won't. When you embrace a bit of craziness, you permit yourself to dream bigger, think differently, and act boldly. At Smoke Lab, this philosophy has become part of our DNA. We don't shy away from challenges; we seek them out. We don't follow trends; we set them. This approach has allowed us to innovate, to disrupt industries, and to create value in ways that others thought impossible.

Balancing Vision with Pragmatism

Of course, being crazy doesn't mean disregarding logic or practicality. It's crucial to balance visionary thinking with grounded execution. The key is to let your crazy ideas be the spark that ignites your creativity, and then channel that creativity into actionable plans. In my experience, the best ideas often start as something that sounds a little bit crazy. But with the right strategy and relentless execution, those ideas can turn into extraordinary realities.

Embrace Your Inner Crazy

As a leader, I've learned that it's not just okay to be a little crazy—it's necessary. It's what allows you to walk that extra mile, to achieve the extraordinary, and to inspire others to do the same. So, to all the dreamers, the innovators, and the disruptors out there: don't be afraid to embrace your inner crazy. It just might be the thing that sets you apart and leads you to success beyond your wildest dreams. At Smoke Lab, we're not just aiming to be great—we're aiming to be extraordinary. And a little bit of crazy is helping us get there.

Best always,

Varun Jain

Founder & Chief Executive Officer SMOKE LAB

<https://www.linkedin.com/in/varun-jain-257331230/>

TOGETHER WE CAN



NEHA GUPTA: DIRECTOR- HR, ADMIN & COMMERCIAL

As part of the management, I've had the privilege of seeing our company grow, face challenges, and ultimately emerge stronger. Every business, at some point, encounters periods of uncertainty—moments that test our resilience and push us out of our comfort zones. These times remind me of the phrase: "Tough times never last, but tough people do." It's a message that resonates more today than ever before.

Navigating Uncertainty Together

The economic landscape is volatile, markets shift unpredictably, and businesses worldwide are grappling with change. This year has presented our company with its own share of hurdles—

whether it's adapting to new regulations, supply chain disruptions, or evolving customer needs. But through all this, one thing has remained constant: **our people**

I've witnessed first-hand the perseverance, adaptability, and strength of our team. Each of you has risen to the occasion, demonstrating what it means to be not just a tough professional but also a resilient individual. We've adapted, innovated, and most importantly, continued to support one another. This is the essence of a strong company culture—a shared belief that together, we can overcome anything.

The Power of Resilience

Resilience is more than just bouncing back from challenges; it's about thriving in the face of adversity. It's the ability to maintain focus, stay motivated, and keep moving forward, even when the path ahead isn't clear. And that's exactly what our team has done.

We've had to make difficult decisions and pivot quickly in response to external pressures, but this has only highlighted our strength. Resilient teams don't just react—they **anticipate, adapt, and excel**. By fostering open communication, encouraging innovation, and supporting each other, we've created an environment where challenges are viewed as opportunities for growth.

What Sets Us Apart

While every company faces tough times, not every company has the people who can withstand them. What sets us apart is not just our skills, but our mindset. Tough people don't give up when times are hard—they lean into the challenge and find ways to overcome it.

Here are a few key qualities I've seen in our team that make us resilient:

1. **Adaptability:** The ability to quickly adjust to new realities without losing sight of our goals.
2. **Collaboration:** Working together across departments to find solutions and leverage collective strengths.
3. **Optimism:** Maintaining a positive outlook, even when the odds seem stacked against us.
4. **Determination:** Staying focused on long-term success, despite short-term difficulties.

These traits aren't just important during hard times; they define who we are as a company and will continue to drive us forward.

Looking Ahead with Confidence

Tough times come and go, but with the right people, we can always find a way through. I'm incredibly proud of how we've navigated this challenging period, and I'm confident that we'll emerge stronger on the other side.

As we move forward, I encourage each of you to continue embodying the resilience that has gotten us this far. Remember that our strength lies not just in our products, services, or strategies, but in **each other**. Together, we will not only overcome the obstacles we face but thrive in spite of them.

In closing, I want to thank every member of our team for their unwavering dedication. You are the reason we're able to weather these storms, and I am excited to see how we continue to grow, innovate, and succeed—no matter what challenges lie ahead.

Together, we prove that tough times never last, but tough people do.

With warm regards

Neha Gupta

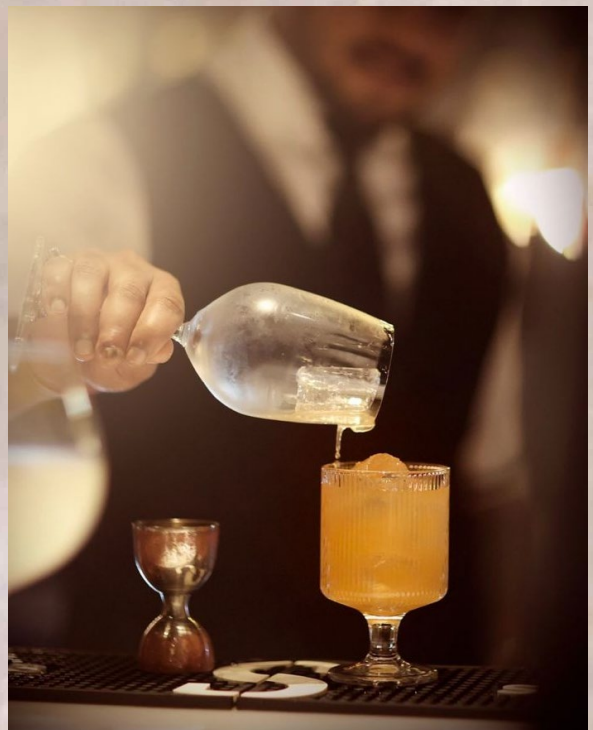
Director - HR, Admin. & Commercial

SMOKE LAB EVENTS

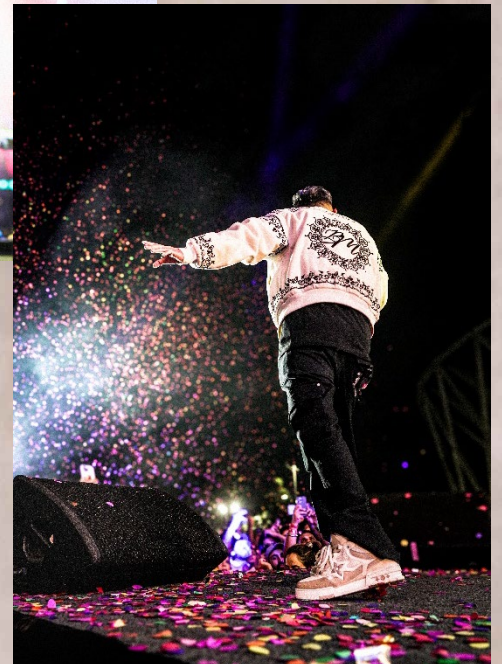
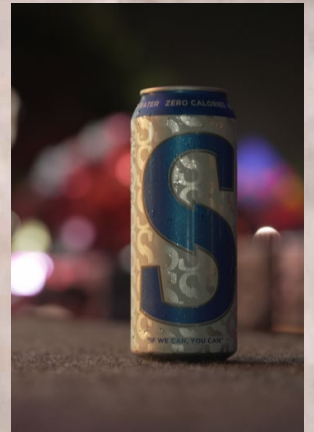
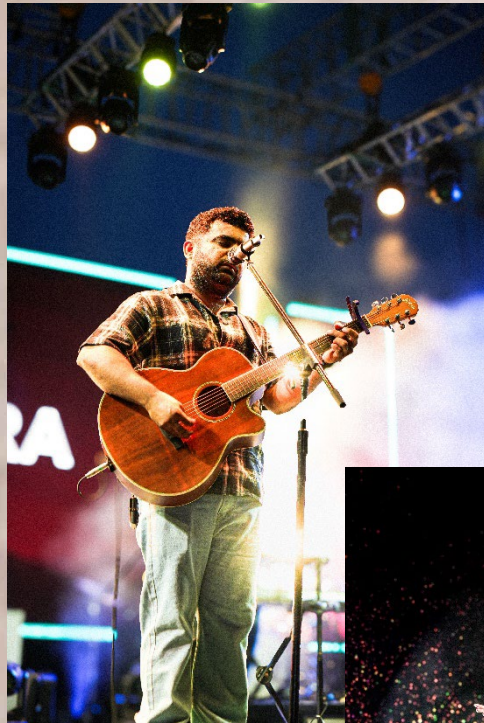
SMOKE LAB X Lexus - Noida



SMOKE LAB X All Daily - Mumbai



SMOKE LAB X Grub Fest



Vishkarma Pooja at 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 corporate level.



Mr. Vipin Sharma – Sr. Executive – F & A at NV Corporate office, New Delhi. He enjoys Gyming and swimming. Born on 04th September.



Mr. Amit Sharma – AGM Legal at NV Corporate office, New Delhi. He likes reading and travelling. Born on 07th September.



Mr. Prashant Singh – VP – Global Marketing & Commercial at NV Corporate office, New Delhi. He likes Sci-fi movies and quizzing. Born on 15th September.



Mr. Chandra Bhushan Rai – Asst. Manager – Key Account (Smoke Lab) at NV Corporate office, New Delhi. He loves and . Born on 17th September.



Ms. Aqanksha Jain – GM – Commercial & Export (Smoke Lab) at NV Corporate office, New Delhi. She loves travelling, reading and watching movies. Born on 27th September.

NEW MEMBERS OF NV FAMILY:



Mr. Amit Kumar has Joined us as “**Senior Manager – Production**” in NV Distilleries & Breweries Pvt. Ltd. based at Rajpura Plant.

He will be responsible for Production Operations of Rajpura Plant.

Mr. Amit brings 16 years of extensive experience in the Production Department of the distillery industry. He started his career with M/S AB Sugars Ltd. Thereafter, he worked with M/S Rana Sugar Ltd. His last stint was with the M/S Ashoka Distillers & Chemicals Pvt. Ltd. where he worked as Manager –

Production.

He has done B. Sc from CCS University, Meerut and DIFAT from VSI, Pune.

He will be reporting to **Mr. Sanjay Rath**, “**Sr. Vice President – Mfg. (Unit Head)**”. His official email-id is prodrajpura@nvgroup.co.in can be reached on +91 – 9467942226.

Mr. Rohit Kaushal has Joined us as “**Area Sales Manager** “ in NVDBPL based at HQ - Ludhiana.

He will be responsible for IMFL Sales of Ludhiana Region.

Mr. Rohit Kaushal started his career with M/s John Distilleries Ltd. Thereafter, he worked with M/s Tilak Nagar Industries Ltd. and Alcobrew Distilleries India Pvt. Ltd. His last stint was with M/s Oasis Distilleries Ltd. where he worked as Area Sales Manager, HQ - Ludhiana.



He did MBA from Punjab Technical University, Jalandhar (Punjab).

He will be reporting to **Mr. Sarabjeet Kohli, General Manager - Sales**. His official email id is rohitkaushal@nvgroup.co.in and can be reached at +91 – 9988173976.



Mr. Soni Thakur has joined us as “**Senior Manager-Accounts** “ in NVDPL based at Badholi Plant, Ambala (HR).

He will be responsible for Accounts Operations of Badholi Plant.

Mr. Soni brings 17 years of extensive experience in the F&A Department of well known Manufacturing industries. He Started his career with M/s Naresh Kumar & Co. Pvt. Ltd. Thereafter, he worked with M/s Sarvotham Care, KDDL Limited, Emmbros Autocomp Ltd. and Microtek Balaji Powertronics Ltd. His last stint was with M/s Milestone Gear Pvt. Ltd. where he worked as Manager – F&A at Baddi

(HP).

He did B.Com from Himanchal University and ICWA from Chandigarh.

He will be administratively reporting to **Mr. N.B Singh, Sr. Vice President – Mfg. (Unit Head)** and functionally to **Mr. Bharat Bhushan Bhardwaj, Head - Finance**. His official email id is sonithakur@nvgroup.co.in and can be reached at +91 – 9138954105.

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.