

NV Group Times

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**



CEO SPEAKS

The year is already off to a fantastic start, setting the tone for an exciting and transformative 2025. With big milestones on the horizon, fresh opportunities, and ambitious goals ahead, I'm confident that our collective passion and dedication will drive us to new heights. It's inspiring to see the energy and momentum we've built, and I can't wait to see what we accomplish together as a team.

Let's make this year one to remember!

Best always,

Varun Jain

**Founder & Chief Executive Officer,
SMOKE LAB**



VARUN JAIN: FOUNDER & CEO SMOKE LAB VODKA

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TOGETHER WE CAN

Dear Team,

Happy New Year, and welcome to 2025!

As we begin this new year, we must remember that there is so much more to accomplish. “Together We Can” is not just a phrase; it’s a mindset that will continue to guide us toward even greater achievements in 2025.

Growth & Expansion: This year, we are focused on expanding into new markets and exploring new business avenues. The collaboration across all teams will be key to identifying and seizing these opportunities.

Empowering Our Teams: We are committed to providing the tools, training, and support needed for every team member to thrive. Your growth directly contributes to our collective success.

Strengthening Our Culture: Building a positive, inclusive, and collaborative culture will remain a top priority. By working together with respect, trust, and shared purpose, we create an environment that empowers us to reach new heights.

Sustainability and Responsibility: In 2025, we will further enhance our sustainability efforts, focusing on responsible business practices that benefit our communities and environment. Together, we can make a lasting impact.

As we step into this new year, I want to take a moment to express my sincere gratitude to each of you. Your passion, dedication, and commitment are the heart of our success. It is because of you that we have achieved so much, and I know that together, we can accomplish even more in 2025. Thank you for your continued hard work and for embodying the spirit of teamwork every day. I am incredibly excited to see what we will accomplish together this year. Let’s make 2025 a year to remember—one filled with shared success, innovation, and collaboration. Here’s to our continued growth, success, and the power of unity. Together, we can achieve anything!



NEHA GUPTA: DIRECTOR - HR, ADMIN. & COMMERCIAL

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Director - HR, Admin. & Commercial

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SMOKE LAB HIGHLIGHTS OF JAN'25

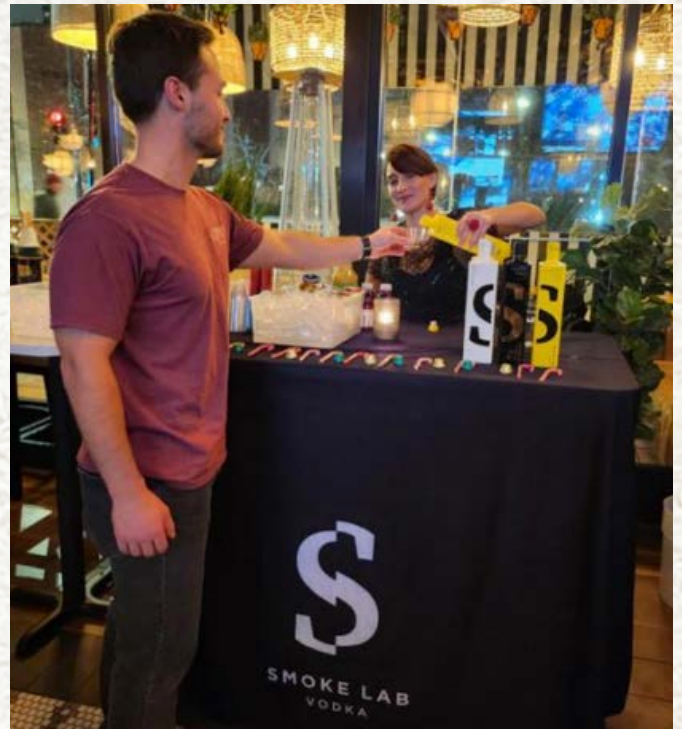
- Smoke Lab is expanding its presence in the UAE and USA, strengthening distribution across key markets.
- The brand is introducing fresh, sophisticated packaging and marketing visuals to align with its premium identity.
- New campaigns blend Indian heritage with global trends, creating a distinct and modern brand presence.
- Collaborations with premium venues, mixologists, and luxury spaces are enhancing brand visibility.
- Strategic partnerships with top distributors in the UAE and USA are accelerating market penetration.
- The brand is focusing on exclusive events, tastings, and high-profile sponsorships to engage with premium consumers.
- Digital and social media campaigns are being tailored to resonate with international audiences.
- Sustainability remains a core focus, with efforts to maintain an eco-friendly production process in new markets.



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SMOKE LAB EVENTS

USA



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SMOKE LAB EVENTS Dubai

Private 65th Birthday Party

We showcased our Smoke Lab Bar Trolley with a mixologist crafting three signature cocktails for a 200-guest celebration. The highlight of the night was the Smoke Lab Tini, which was a crowd favourite.



Garden Party at Emirates Hills

As the bar partner for this exclusive Goddess Project event, we set up our Smoke Lab Bar Trolley with a mixologist serving cocktails under the sun. The event was a great success, with enthusiastic feedback and most of the alcohol running out by the end!



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SMOKE LAB EVENTS

Delhi

GRILL DISTRICT

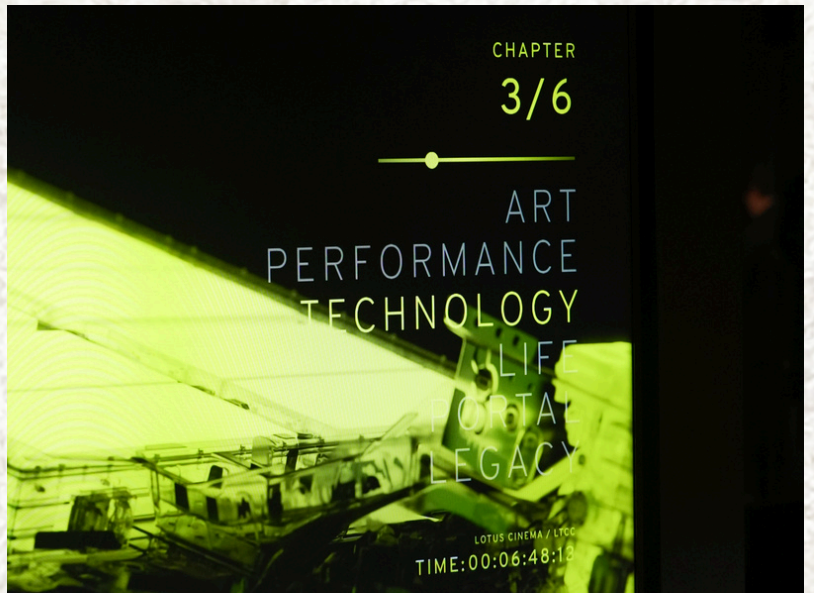
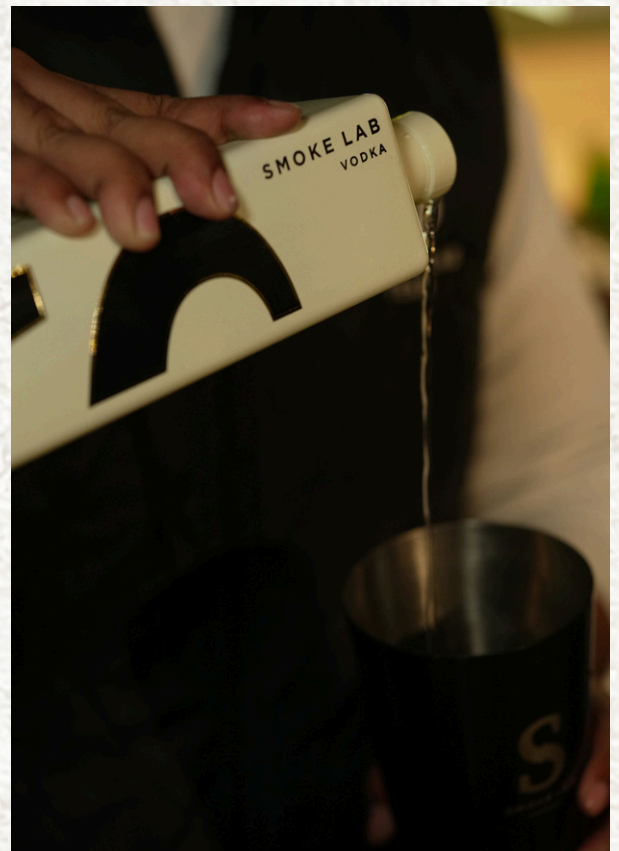


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SMOKE LAB EVENTS

Delhi

LOTUS



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CELEBRATING EMPLOYEE BIRTHDAYS

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. 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.**



Mr. Jitesh Kumar Behera, Sr. Executive - Accounts is based at NV Corporate office, New Delhi. He loves to travel and read books. Born on the **17th of January.**

Mr. Ravi Prakash Singh, Assistant Manager - Finance is based at NV Corporate office, New Delhi. He likes watching movies & playing cricket. Born on the **21st of January.**



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NEW MEMBERS OF NV FAMILY

Mr. Deepak Juyal has joined us as “Deputy Manager - IT“ in NV Distilleries Pvt. Ltd. based at Badholi Plant.

He will be responsible for IT operations of Badholi Plants.

Mr. Deepak Juyal has got 14 Years of experience in IT & ERP with well-known Manufacturing Industries. He started his career with M/s. C.I. Infotech Pvt. Ltd. Thereafter, he worked with M/s Wellborn Software Pvt. Ltd., Hema Engineering Industries Ltd., and Metal Seam Pvt. Ltd. His last stint was with the M/s Motherson Sumi System Ltd., where he worked as Technology Engineer.

He has done B.A from Kanpur University and Advanced Diploma in Computer Applications.

He will be reporting to Mr. N. B. Singh, “Sr. Vice President - Mfg. (Unit Head)”.

His official email-id is nvdlit@nvgroup.co.in can be reached on +91 - 9138954106.



Mr. Deepak Kumar Gautam has Joined us as “Assistant Manager - F&A” in NV Distilleries & Breweries Pvt. Ltd. based at Head Office, New Delhi.

He will be responsible for accounts operations of Head Office.

Mr. Deepak Kumar Gautam has got 14 Years of experience in Finance & Accounts Department with well-known Manufacturing Industries. He started his career with M/s M.B. Rubber Pvt. Ltd. Thereafter, he worked with M/s Ajay Bath Collections. His last stint was with M/s AMO Mobility Solution Pvt. Ltd., where he worked as Sr. Executive - Accounts.

He has done M.Com from Ch. Charan Singh University, Meerut.

He will be reporting to Mr. Praveen Agarwal, DGM - Accounts. His official email-id is deepakgautam@nvgroup.co.in can be reached on +91 - 9211585118.

Mr. Gajendra Singh has Joined us as “Deputy Manager - IT” in NV Distilleries & Breweries Pvt. Ltd. based at Head Office, New Delhi.

He will be responsible for IT operations of Delhi Office.

Mr. Gajendra has got 14 Years of experience in IT Department with well-known IT Industries. He started his career with M/s. CMS Info Systems. Thereafter, he worked with M/s Meridian Solutions Pvt. Ltd., CWS Technology Pvt. Ltd. and August Jewellery Pvt. Ltd. His last stint was with the M/s Share India Insurance Pvt. Ltd., where he worked as Administrator Head - IT.

He has done B.A from Jaipur University and Diploma in Hardware & Networking from IHT Institute.

He will be reporting to Mr. Amit Swing, “Vice President - F&A”. His official email-id is it@nvgroup.co.in can be reached on +91 - 9289984136.



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NEW MEMBERS OF NV FAMILY

Mr. Hareram Prajapati has Joined us as “Deputy Manager - HR“ in NV Distilleries & Breweries Pvt. Ltd. based at Rajpura Plant.

He will be responsible for HR operations of Rajpura Plant.

Mr. Hareram Prajapati has got 16 Years of experience in Human Resource with well-known Manufacturing Industries. He started his career with M/s. Anil Engineering Pvt. Ltd. Thereafter, he worked with M/s Indian Acrylics Ltd. His last stint was with the M/s Nivia Sports Pvt. Ltd., where he worked as Deputy Manager - HR.

He has done PG Diploma in Human Resource Management from Symbiosis University, Pune.

He will be reporting to Mr. Girish Srivastava, Plant HR Head. His official email-id is nvdbplhr@nvgroup.co.in can be reached on +91 - 9872890800.



Mr. Sanjay Kumar Shukla has joined us as “Vice President -HR & Admin” in NV Distilleries Pvt. Ltd. based at badholi Plant.

He will be responsible for HR & Administration operations of NV Group.

Mr. Sanjay Kumar Shukla has got 22 Years of experience in Human Resource with well-known Manufacturing Industries. He started his career with M/s. Piccadilly Sugar & Allied India Ltd. Thereafter, he worked with M/s K M Sugar Hills Ltd., AB Grain Spirits Pvt. Ltd. & Dunar Foods Ltd. His last stint was with the M/s Oasis Group of Companies, where he worked as AVP - HR & Admin.

He has done Master in Industrial Relation & Personnel Management from MGKVP, Varanasi.

He will be reporting to Ms. Neha Gupta, Director - HR, Admin & Commercial. His official email-id is hrhead@nvgroup.co.in can be reached on +91 - 8826600875 (O) & 9896155319 (P).



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.