

# 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

March was a month of energy, celebration, and meaningful collaborations. From Holi festivities to bar takeovers across the country — including a standout evening with Luca Cinalli at Scarlet House, Mumbai — we continued pushing boundaries and elevating the Smoke Lab experience.

We also took a moment to celebrate the incredible women on our team and in our industry. Their leadership and creativity are key to our growth.

As we step into April, I'm excited for what's ahead. LET'S GO!

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,

As we close out March and look ahead to the new financial year, I want to take a moment to reflect on the great strides we've made, share some exciting updates, and discuss the path forward.

### 1. Reflecting on Our Progress

As we approach the end of Q1 and prepare to step into the new financial year, it's essential to recognize the growth we've made as individuals, teams, and as an organization. Your dedication, creativity, and hard work have been instrumental in driving our success. I encourage each of you to take some time this month to reflect on your personal and professional growth—what has worked well, what could be improved, and where we can push for even more success in the coming year.

### 2. Celebrating International Women's Day

March 8th was an especially meaningful day as we celebrated International Women's Day. This year's theme, "Embrace Equity," serves as a powerful reminder that gender equality is not just about creating equal opportunities but ensuring fairness and access at every level. While we take this day to reflect on the progress made, we must also recognize that there is more work to do. Achieving true equity means continuously challenging ourselves to break down barriers, amplify voices, and create an environment where everyone, regardless of gender, can thrive and succeed. Together, we can continue to make strides toward a future where gender equality is the standard, not the exception.

### 3. New Year, New Goals: Setting the Stage for Success

As we move into the new financial year, it's essential to set clear goals that will guide our efforts and align us toward achieving the organization's vision. Here's a quick reminder of our approach to goal-setting for the year ahead:

- Reflect on Past Performance: Take stock of achievements and areas for growth to inform new goals.
- Align with Organizational Objectives: Ensure departmental goals contribute directly to the company's broader vision.

Foster Accountability: Set measurable goals with regular reviews to track progress.

- Stay Agile: Be ready to adjust goals and strategies in response to market changes and internal dynamics.

Together, we will work to achieve even more in the coming year, ensuring that we are not only meeting expectations but exceeding them.



**NEHA GUPTA: DIRECTOR - HR, ADMIN. & COMMERCIAL**

**Neha Gupta**

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

# SMOKE LAB HIGHLIGHTS OF MARCH '25

## International Women's Day

- March began with a strong focus on celebrating the women who inspire us — both within our team and across the hospitality industry. From spotlighting their stories to acknowledging their invaluable contributions, we took this moment to reflect on the power and presence of women shaping the world of spirits and beyond.

## Holi Celebrations

- The month was infused with color, energy, and creativity as we joined in the Holi festivities. With vibrant pop-ups, themed cocktails, and curated experiences, Smoke Lab brought its unique twist to the festival of colors, making it a memorable celebration for our community and partners.

## Bar Takeovers Across India

- March was an action-packed month for bar activations. Our teams hit the road for a series of high-energy bar takeovers in key cities, collaborating with top mixologists and venues to craft experiences that put Smoke Lab Vodka at the center of the conversation.

## Luca Cinalli x Smoke Lab at Scarlet House, Mumbai

- One of our most anticipated events of the month was the exclusive bar takeover at Scarlet House, Mumbai, in collaboration with renowned international mixologist Luca Cinalli. This takeover drew an exciting crowd of industry insiders, influencers, and cocktail lovers, cementing our place in the premium nightlife and mixology scene.

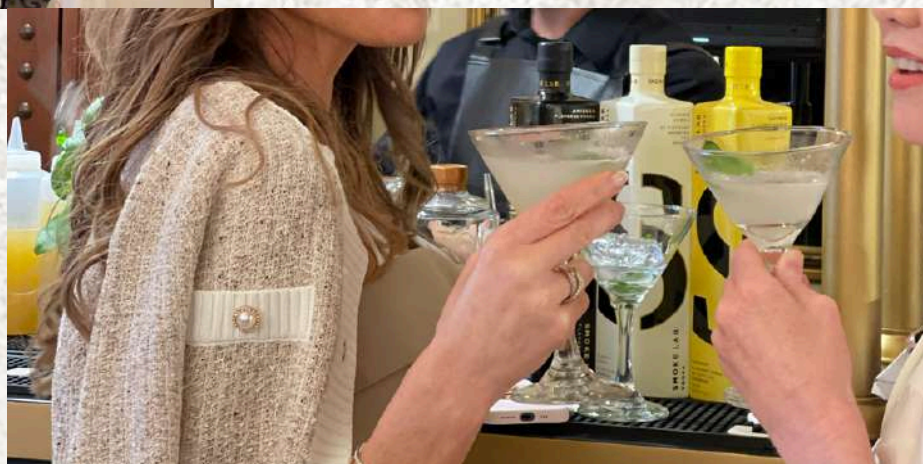


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## SMOKE LAB EVENTS *Dubai*

**Curated By Zahra" – a premier lifestyle exhibition where we proudly showcased our Smoke Lab Bar Trolley, delighting guests with exquisite cocktails. Our mixologist was present from 11 AM to 7 PM at the Royal Ballroom, One & Only Royal Mirage, Dubai, UAE.**

With world-class designers, luxurious experiences, and exclusive fashion moments, Curated By Zahra is poised to elevate Dubai's fashion scene, seamlessly blending tradition with innovation.



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# **SMOKE LAB EVENTS**

## ***Delhi***

Celebration of Colours, Holi Event



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# **SMOKE LAB EVENTS**

## **Delhi**

The Piano Man, Stand Up Comedy



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# **SMOKE LAB EVENTS**

## **Delhi**

Marieta, Womens Day Special



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# **SMOKE LAB EVENTS**

## **Delhi**

Claridges, The Goddess Project





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## **SMOKE LAB EVENTS**

***Delhi***

Te Amo, bar take over



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# **SMOKE LAB EVENTS**

## ***Mumbai***

Outhouse Scarlet



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## CELEBRATING WOMENS DAY

### ***NV Head Office***

Women's Day was celebrated at the NV Head Office with a short program to appreciate and honor the women in the team. There were a few speeches, some fun activities, and small gifts handed out to make the day special.



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## CELEBRATING HOLI

### ***NV Head Office***

Holi was celebrated at the NV Head Office with colors, laughter, and festive cheer. The team enjoyed a fun get-together with music, snacks, and a splash of colors, making it a joyful and memorable day for everyone



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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. Rajender Kumar - Graphic Designer is based at NV Corporate office, New Delhi. He loves watching cricket and creation in work. Born on **02<sup>nd</sup> of March.**



Mr. Deepak Vashistha, DGM - 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.**

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## NEW MEMBERS OF NV FAMILY

Dear All,

We welcome Mr. Kapil Kumar as a new member of NV Family.

He has Joined us as "Senior Manager - Production" in NVDBPL based at Rajpura Unit.

He will be responsible for Production Deptt. operations of Rajpura Unit.

Mr. Kapil Kumar has got 17 years of rich experience in complete handling of Production operations with well known Manufacturing Industries. He started his career with M/s. Jagatjit Industries Ltd. Thereafter, he worked with M/s A.B. Grain Spirits Pvt. Ltd., Vintage Distillers Ltd., Malbros International Pvt. Ltd., Rajasthan Liquors Ltd. and India Glycols Ltd. His last stint was with the M/s Pancarbo Greenfuels Pvt. Ltd., where he worked as Manager - Production.

He has done B.Sc. From DAV PG College, Dehradun and D.I.F.A.T from VSI, Pune.

He will be reporting to Mr. J. S. Grewal, Executive Vice President - Mfg.(Unit Head). His official email is [prodrajpura@nvgroup.co.in](mailto:prodrajpura@nvgroup.co.in) .

All are requested to extend their fullest cooperation to facilitate his meaningful contribution to NV Group.

We wish Mr. Kapil Kumar a grand success, and a long fruitful association with us.



Dear All,

We welcome Mr. Raj Kumar as a new member of NV Family.

He has Joined us as "Manager - Quality Control" in NVDBPL based at

Rajpura Unit. He will be responsible for Quality Control Department Operations of Rajpura Unit.

Mr. Rajkumar has got 22 years of rich experience in complete handling of Quality & Bottling operations with well known Manufacturing Industries. He started his career with M/s. Lords Distilleries Pvt. Ltd. Thereafter, he worked with M/s National Industrial Corporations Ltd. and NV Distilleries Pvt. Ltd. His last stint was with the M/s Diageo India Pvt. Ltd., where he worked as Senior Quality Control Executive.

He has done B.Sc. From CCS University, Meerut and D.I.F.A.T from VSI, Pune.

He will be reporting to Mr. Ramesh Chandra Gaudo, Sr. VP - Operations (Bottling & Blending).

His official email is [gcnvdbpl@nvgroup.co.in](mailto:gcnvdbpl@nvgroup.co.in) . All are requested to extend their fullest cooperation to facilitate his meaningful contribution to NV Group.

We wish Mr. Raj Kumar a grand success, and a long fruitful association with us.

**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.**