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# 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

July was a month of strong visibility and impactful storytelling for NV Group. Our brands—especially Smoke Lab, took center stage in the media, earning features that celebrated our craft, innovation, and vision. Each article, review, and mention reflected not just our products, but the passion and expertise of our team, and the trust of our consumers.

This coverage is more than publicity—it's a recognition of the dedication, creativity, and pursuit of excellence that drive us every day. We're proud to be building not only premium spirits, but a brand culture that resonates deeply with audiences in India and around the world.

As we look ahead, we're excited to build on this momentum with new collaborations, product spotlights, and experiences designed to take our brands to even greater heights. Thank you for being part of our story.

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,

Every role in an organization—whether operational, administrative, or strategic—comes with a clear set of responsibilities. But what transforms a good team into a great one is the shared accountability that each of us embraces beyond just our job descriptions.

In today's complex work environment, responsibility and accountability are not just HR buzzwords—they are essential values that define how we work, how we collaborate, and how we grow, both individually and collectively.

- **Responsibility - Knowing Your Role**

Responsibility is about understanding and owning your role—the duties, the expectations, and the standards associated with your position. When we take full responsibility, we not only carry out tasks—we do so with purpose, professionalism, and ownership.

- **Accountability - Delivering with Integrity**

Accountability goes a step further. It's not just about doing your job—it's about owning the outcomes. It's being answerable for results, learning from setbacks, and being transparent about progress. Accountability drives performance and builds trust within teams.

- **Responsibility + Accountability = Reliability**

When individuals consistently demonstrate both responsibility and accountability, they become reliable assets to the team. This reliability creates a strong culture of performance, collaboration, and respect.

A high-performing organization is not built on instructions—it's built on initiative. Let's all strive to be professionals who take ownership of our roles and hold ourselves accountable—not because we're told to, but because we take pride in what we do.

Together, let's foster a culture where responsibility is embraced, and accountability is second nature.



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

**Neha Gupta**

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



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## HIGHLIGHTS OF JULY '25

It was a significant one for NV Group in the media spotlight. Here's a quick look at how we made waves:

### Media Buzz:

NV Group and our flagship brands received widespread media attention across industry-leading platforms. From product spotlights to expert interviews, our story reached new audiences and reinforced our growing presence in the beverage landscape.

### Smoke Lab in the Spotlight:

Our premium vodka brand, Smoke Lab, continued to dominate conversations in both digital and print media — highlighted for its innovative flavors, bold branding, and international reach.

### SIP Awards Recognition:

A major highlight was Smoke Lab's stellar performance at the prestigious SIP Awards, the only internationally recognized consumer judging spirits competition. Earning multiple accolades, including top honors for quality and innovation, Smoke Lab reaffirmed its position as a premium vodka brand of global standing.

### Industry Mentions:

NV Group was recognized in multiple trade publications for its role in shaping the future of the Indian alcohol industry, particularly around homegrown innovation and global aspirations.

- **Leadership Voices:**

Key executives were featured in interviews and quoted in articles, offering insights into market trends, consumer behavior, and the brand's vision for the future.

- **Brand Collaborations in the Works:**

Although there were no bar takeovers this month, exciting collaborations and partnerships are currently brewing—stay tuned for announcements in the coming months





## MEDIA FEATURES JULY '25

### SMOKE LAB VODKA: REDEFINING INDIAN LUXURY WITH GREEN CHILLI MANGO

From Features Desk

In the rarified world of ultra-premium spirits, Smoke Lab Vodka stands as India's most distinguished contribution to global luxury. Founded by visionary entrepreneur Varun Jain, it is the country's first homegrown luxury vodka to earn international recognition, now gracing the shelves of discerning markets across the United States, the United Kingdom, and the UAE.

At the heart of Smoke Lab's refined identity is its meticulous formulation: hand-selected Basmati rice, prized for its unique character, distilled with pure Himalayan spring water. The spirit undergoes an exacting five-times distillation process, producing a vodka that is remarkably smooth, naturally gluten-free, and elegantly nuanced. Every drop is created at the brand's carbon-neutral, state-of-the-art distillery, reflecting a steadfast commitment to both sustainability and quality.

The brand's aesthetic echoes its philosophy – minimalist luxury expressed through a sleek, matte black bottle with understated detailing. This refined design language rejects flash in favour of quiet confidence, affirming the belief that true luxury whispers, never shouts. In both form and flavour, Smoke Lab boldly reimagines India's cultural essence, merging tradition with global modernity in a way that sets new standards for the category.

**The Masterpiece Unveiled: Green Chilli Mango**  
Smoke Lab's newest innovation, Green Chilli Mango, maybe its most daring and inspired yet. A bold step in contemporary vodka craftsmanship, this expression transforms familiar Indian street flavours into a sophisticated sensory experience. It's not just a flavour – it's a story in a glass, an homage to India's culinary heritage elevated for the global connoisseur.

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—Drink tastefully and enjoy responsibly



## GCM GREEN CHILLI MANGO

The concept fuses two iconic elements of Indian summer: the vibrant tang of raw green mango and the subtle heat of green chilli. On their own, these ingredients evoke powerful nostalgia. Together, they create a taste that is refreshing, complex, and deeply cultural – translating memories of summer snacks and roadside treats into an experience as elegant as it is emotive.

"Green chilli and mango are the soul of Indian summer," says Varun Jain, Founder and Creative Director. "We've captured something emotionally resonant from our culinary heritage and transformed it into a contemporary luxury experience. It's bold, evocative, and unmistakably Indian."

#### Craftsmanship in Every Drop

Crafting Green Chilli Mango was a process marked by both precision and creativity. The green mango delivers sharp, invigorating tartness – an authentic raw mango essence untouched by the artificial sweetness found in mass-market spirits. Achieving the perfect chilli note, however, took months of experimentation to ensure a measured warmth that enhances rather than overwhelms.

The result is a vodka of layered sophistication. The first sip is bright and citrusy, unfolding into a graceful heat that lingers without dominating the palate. Whether sipped neat, over ice, or used in cocktails, this expression showcases Smoke Lab's mastery of balance and boldness.

Its versatility makes it a standout both for personal indulgence and creative mixology. It is equally suited for slow sipping in a crystal tumbler as it is for starring in globally inspired cocktail programmes.

#### Revolutionising Premium Mixology

Best enjoyed over ice, Green Chilli Mango opens up new avenues for bartenders and modern mixologists. Its complex flavour architecture invites reinvention, inspiring cocktails that go beyond the ordinary and into the realm of contemporary craft. With its fruit-forward brightness and refined spice, it serves as both the centrepiece and the catalyst for boundary-pushing creations.

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—Drink tastefully and enjoy responsibly



#### Signature Cocktail Creations

##### Green Chilli Passion Blaze:

A spirited fusion of 50ml Green Chilli Mango Vodka, 10ml mango purée, 15ml passion fruit syrup, 5ml agave, 20ml lime juice, and a touch of finely chopped jalapeño. Shaken and strained into a Cajun-rimmed Old-Fashioned glass, garnished with a thin jalapeño slice – equal parts tropical escape and spiced indulgence.

##### Aam Panna Burn:

A culturally rich blend of 60ml Green Chilli Mango Vodka, 30ml homemade aam panna, and 15ml lime juice. Served in an Old-Fashioned glass rimmed with red chilli and salt, and garnished with raw mango slices sprinkled with masala – it's a luxury take on a beloved summer classic.

#### Global Acclaim and Availability

Green Chilli Mango is now available at select premium outlets across India and the Middle East, with expansion planned in the US, UK, and EU markets. Early praise from renowned mixologists, spirits critics, and luxury tastemakers signals its arrival as one of the most significant spirit innovations of the year.

This isn't just about flavour – it's a cultural and creative milestone, proof that Indian craftsmanship belongs at the forefront of global luxury. Smoke Lab Vodka Green Chilli Mango is an expression of identity, innovation, and artistry. It redefines what premium vodka can be: bold yet balanced, rooted yet revolutionary.

With this release, Smoke Lab doesn't just represent Indian excellence – it helps shape the future of the luxury spirits category itself.





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## MEDIA FEATURES JULY '25

### HOTELIER INDIA

**Smoke Lab Vodka wins four Consumer Awards for its distinct Indian flavours**

Indian spirits brand sets new benchmark with globally recognised, consumer-judged wins.

| July 18, 2025 | SHARE    



Smoke Lab Vodka

**Smoke Lab Vodka** has placed authentic, Indian-made **spirits** on the global map with four prestigious wins at the recently-concluded 2025 SIP Awards held in Irvine, California.

### TourismQuest

Encouraging Tourism Globally

People & Events

**India's Smoke Lab Vodka Wins Hearts of Global Consumers; Takes Home Big Four at 2025 SIP Awards**

by admin | July 14, 2025

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*At the 17th annual awards gathering judged purely on the basis of consumer feedback and blind-tastings, Smoke Lab Saffron won the Gold + Consumer Choice Award; Smoke Lab Classic and Smoke Lab Aniseed both took home a Double Gold*

Home > Tourism Quest news > Decadent Cocktail Recipes from Smoke Lab Vodka

**Decadent Cocktail Recipes from Smoke Lab Vodka**

by admin | July 4, 2025

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1) Smoke Lab Chocolate Espresso

Ingredients:

- 45 ml Smoke Lab Classic Vodka
- 15 ml Chocolate Liqueur
- 1 shot of Fresh Espresso
- 1 scoop Butterscotch Ice Cream



## MEDIA FEATURES JULY '25

### sugermint

#### Crafting the Spirit: An Interview with Varun Jain, Founder of Smoke Lab Vodka

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An Exclusive Interview with Varun Jain, Founder, Smoke Lab Vodka, India's first premium homegrown vodka brand

Join us for an interview with Varun Jain, Founder of Smoke Lab Vodka, India's first premium homegrown vodka brand. We delve into his entrepreneurial journey and the vision behind this pioneering spirit.

Business Standard

Deepali



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#### Smoke Lab Vodka maker NV Group expects 40% jump in domestic sales in FY26

NV Group expects a 30-40% rise in domestic sales in FY26, driven by growing demand and policy stability. The company is also focusing on global expansion and plans for an IPO



Varun Jain, founder, Smoke Lab

Aneeka Chatterjee | Bengaluru

3 min read Last Updated : Jul 18 2025 | 9:36 PM IST

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Delhi-based NV Group expects its domestic sales to rise by 30-40% in FY26 at the group level, driven by consumer demand and continued policy stability in the Indian market.

"In India, we expect a 30-40% increase in sales at the group level, as the liquor market continues to stabilise, supported by stronger policy frameworks," said Varun Jain, founder of Smoke Lab. "We are targeting a significant increase in vodka case volumes in the domestic market and anticipate strong growth in our Indian

#### Smoke Lab Vodka takes home four wins at the 2025 SIP Awards



Smoke Lab Vodka, India's first homegrown vodka brand from the NV Group, has placed authentic, Indian-made spirits on the global map with four wins at the recently concluded 2025 SIP Awards held in Irvine, California. The 2025 SIP Awards is the only international spirits competition judged exclusively by consumers in blind live tastings, offering a level playing field for both established and new brands by enabling them to receive honest feedback from tasters.

### Brews & Spirits

Connecting the ecosystem for beer, spirits and wine industry in India 2025-2027 | 94-7 x 6-4

## CLEAR POTENTIAL

Market dynamics for white spirits spurs new distillers, importers



**Biz Buzz**  
Delightful Indian Vermouth has joined the party



**COCKTAILS**  
An exclusive curation of 50 cocktails



**TETE-A-TETE**  
Banc founder Abhishek Tufadar on defining luxury

#### COVER STORY



NV Group's Smoke Lab vodka (L) won Homegrown Rewards such as award, saffron, green chili and mango. It also makes super-premium gin. Mohan to Managing Director, Varun Jain (R) photo by Ravi Sankar Blue Moon gin (R)



on distillation and craftsmanship. Blue Moon gin and vodka are legacy brands from New Belgium, and Smoke and Mahua represent New Belgium stepping up the game.

#### TAPPING: TERRIBLE

Historically, Madhya Pradesh has not had representation in the beverage alcohol space, but Pankaj Bhatnagar of Bhatnagar Distillery hopes to change that soon with his trio of white spirits brands: Chandel gin, Chandel silver rum and an upcoming vodka.

Pankaj Bhatnagar, "there's an opportunity to shape and not follow the narrative. It's also a segment that enables us to respond to evolving preferences with speed."

At Bhatnagar Distillery, Bhatnagar is



Pankaj Bhatnagar from Madhya Pradesh has launched Chandel gin and Chandel silver rum (L). Pankaj Bhatnagar (R) believes there's an opportunity to shape the narrative, not just follow it

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## AWARD RECOGNITIONS JULY '25

SIP Awards Spotlight: Smoke Lab Vodka Shines

Smoke Lab made waves at the 2025 SIP Awards—one of the world's only spirits competitions judged solely by consumers—claiming four prestigious accolades that underscore both quality and consumer love. Highlights include:

- **Smoke Lab Classic Vodka - Double Gold**
- **Smoke Lab Aniseed Vodka - Double Gold**
- **Smoke Lab Saffron Vodka - Gold + Consumer Choice Award**

This achievement was celebrated across Smoke Lab's Instagram, where the team shared their excitement and gratitude for this recognition by the global consumer community.

These awards not only validate the exceptional craftsmanship behind our vodkas but also amplify our presence on the international spirits stage—proof that authentic Indian innovation is being appreciated worldwide.





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## SMOKE LAB EVENTS

***Delhi, SHIVAN & NARESH HOMES – store launch***





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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.



Ms. Aryanshi Singh - Trainee - IT at NV Corporate office, New Delhi. She enjoys cooking and singing. **Born on the 05<sup>th</sup> of July.**

Mr. Manish Kumar - Manager - Finance is based at NV Corporate office, New Delhi. He loves to visit new places. **Born on the 12<sup>th</sup> of July.**



Mr. Gajender Singh - Deputy Manager - IT is based at NV Corporate office, New Delhi. He enjoys playing cricket and reading books. **Born on the 15<sup>th</sup> of July.**



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## CELEBRATING EMPLOYEE BIRTHDAYS

Mr. Jagdish Shukla - Assistant Manager - Accounts is based at NV Corporate office, New Delhi. He likes to travel and reading.  
**Born on the 18th of July.**



Mr. Deepak Kumar Gautam - Assistant Manager - F & A is based at NV Corporate office, New Delhi. He loves reading Indian administrative law books. **Born on the 19th of July.**



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## NEW MEMBERS OF NV FAMILY

**Mr. Ashish Vidyarthi** has Joined us as **“Sr. Manager – Brewing & Quality”** in NVDBPL based at our **Beer Tie-up Unit, Ghaziabad (UP)**.

He will be responsible for Brewing & Quality operations of Beer Tie-up Unit.

Mr. Ashish Vidyarthi has 35 years of rich and extensive experience in Brewing & Quality with well know manufacturing Industries. He started his career with M/s Radico Khaitan Ltd. Thereafter, he worked with M/s Rajasthan Breweries, SAB Miller India Ltd., ABInbev Ltd. His last stint was with the M/s Mohan Meakins Ltd., where he worked as Brewer.

He has done B.Sc from Rohaikhand University, Bareilly and DIFAT from NSI, Pune.



**Mr. Ish Kumar** has Joined us as **“AGM - Purchase”** in NVDBPL based at **Head Office, New Delhi**.

He will be responsible for procurement of all packing material of NV Group.

Mr. Ish Kumar has 25 years of rich and extensive experience in procurement & commercial operations with well know manufacturing Industries. He started his career with M/s Suman Prakashan Limited. Thereafter, he worked with M/s Beam Global, Oriflame India Pvt. Ltd., Focus Brands India Pvt. Ltd., Alcobrew Distilleries Pvt. Ltd. and NV Distilleries & Breweries Pvt. Ltd. His last stint was with the M/s Neuworld Spirits Pvt. Ltd., where he worked as Manager – Commercial.

He has done B. Com from Delhi University.

**Mr. Kandala Srinivas** has Joined us as **“AGM – Commercial & Exports”** in NVDBPL based at **Rajpura Unit, Patiala (PB)**.

He will be responsible for Exports operations of Rajpura Plant.

Mr. K. Srinivas has 25 years of rich and extensive experience in commercial & Export operations with well know manufacturing Industries. He started his career with M/s Kedia Distilleries Limited. Thereafter, he worked with M/s Radico Khaitan Ltd., USM Business System Ltd. and NV Distilleries & Breweries Pvt. Ltd. His last stint was with the M/s Neuworld Spirits Pvt. Ltd., where he worked as Executive Assistant to Managing Director.

He has done B.A from Osmania University, Hyderabad.



**Mr. Harshit Tyagi** has Joined us as **“Assistant Manager - Sales”** in NVDBPL based at **HQ - Meerut – (UP)**.

He will be responsible for Retail sales of Meerut region.

Mr. Harshit has 13 years of rich experience in Retail Sales with well known Liquor Industries. He started his career with M/s Brindco Sales Ltd. Thereafter, he worked with M/s Alcobrew Distilleries Pvt. Ltd. and Boutique Spirit Brands Pvt. Ltd. His last stint was with the M/s Neuworld Spirits Pvt. Ltd., where he worked as Assistant Manager - Sales.

He has done B.A from C.C.S University, Meerut (UP).

**We welcome you to the NV Group family and wish you great success in this new chapter.**



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## NEW MEMBERS OF NV FAMILY

**Mr. Prasad Madhukar Madiwale** has Joined us as “Assistant Manager - Sales” in NVDBPL based at HQ – Pune, (Maharashtra).

He will be responsible for Retail sales of Pune region.

Mr. Prasad has 35 years of rich experience in Retail Sales & Marketing with well known Industries. He started his career with M/s J.K. Helene Curtis Ltd. Thereafter, he worked with M/s Jagatjit Industries Ltd., Allied Domecq Spirits & Wine Ltd., Blue Star Agro (I) Pvt. Ltd., D’ori Winery Pvt. Ltd., Cerena Imports Pvt. Ltd., ABS Vintners Pvt. Ltd., Kalani Marketing and Taste Britain. His last stint was with the M/s Good Drop Wine Cellars Pvt. Ltd., where he worked as Senior Sales Executive.

He has done B.A from Mumbai University, Mumbai (MH).



**Mr. Radheshyam Sah** has Joined us as “Assistant Manager - Sales” in NVDBPL based at HQ - Mumbai - (Maharashtra).

He will be responsible for Retail sales of Mumbai region.

Mr. Radheshyam has 10 years of rich experience in Retail Sales with well known Industries. He started his career with M/s Sultania Trade Pvt. Ltd. Thereafter, he worked with M/s Jorini Hospitality Pvt. Ltd. and 7Ink Brew Pvt. Ltd. His last stint was with the M/s Monika Alcobev Pvt. Ltd., where he worked as Senior Sales Executive.

He has done B.A from Kunwar Singh Mahavidyalaya, Ballia (UP).

**We welcome you to the NV Group family and wish you great success in this new chapter.**