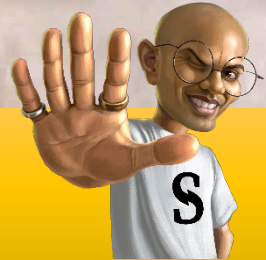


# NV Group Times

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: CEO & FOUNDER SMOKE LAB VODKA**

## CEO Speaks

As the founder of Smoke Lab, India's first premium vodka, I've had the privilege of witnessing firsthand the transformation of India's spirits industry. The journey has been nothing short of remarkable, and I am convinced that India stands on the brink of becoming a significant player in the global market.

## The Evolution of India's Spirits Industry

India's spirits market has traditionally been dominated by whisky and rum, reflecting local preferences and cultural influences. However, in recent years, there has been a paradigm shift. The evolving tastes of Indian consumers, coupled with a growing appreciation for quality and innovation,

have opened the doors for premium spirits like vodka to flourish. Smoke Lab was born out of this very evolution—a vision to craft a premium vodka that embodies the essence of contemporary India while meeting the highest international standards.

## **A Growing Appetite for Premium Spirits**

The Indian consumer landscape is rapidly changing. A burgeoning middle class with increasing disposable income and a desire for premium experiences is driving demand for high-quality products. This shift is not confined to the metropolitan cities alone but is permeating into Tier 2 and Tier 3 cities as well. The trend is clear: Indian consumers are willing to pay a premium for superior quality and unique experiences.

## **Leveraging India's Unique Position**

India's diverse climate and rich agricultural heritage provide a unique advantage in spirit production. The vast availability of high-quality grains and botanicals enables the creation of distinctive and premium products. At Smoke Lab, we leverage these indigenous resources to craft our vodka, ensuring that every sip is a testament to India's agricultural richness and craftsmanship.

## **The Rise of Indian Craftsmanship**

India has a storied history of craftsmanship, and this tradition is now being infused into the spirits industry. From artisanal distillation techniques to innovative packaging, Indian brands are beginning to make their mark on the global stage. Smoke Lab, with its meticulous production process and commitment to excellence, is a prime example of how Indian craftsmanship can shine in the global spirits market.

## **The Path Forward: Innovation and Sustainability**

To truly realize India's potential in the global market, we must embrace innovation and sustainability. At Smoke Lab, we are constantly exploring new methods and ingredients to enhance our products while minimizing our environmental impact. Sustainable practices, from sourcing raw materials to packaging, are integral to our ethos. By adopting these practices, we not only appeal to the conscious consumer but also contribute to a more sustainable future.



# A Call to Action

The journey of Smoke Lab is just the beginning. The potential for Indian spirits in the global market is immense, but it requires a collective effort from industry stakeholders, policymakers, and entrepreneurs. By fostering a culture of innovation, embracing sustainable practices, and upholding the highest standards of quality, we can position India as a formidable force in the global spirits industry.

India's journey in the global spirits market is a story of evolution, innovation, and boundless potential. As we continue to craft premium experiences and showcase the richness of Indian craftsmanship, I am confident that India's spirits industry will not only thrive domestically but also captivate the global palate. Let us raise a glass to the future of Indian spirits—a future brimming with promise and potential.

By integrating these elements, we can unlock the true potential of India in the global spirits market, creating a legacy of excellence and innovation that will resonate for generations to come.

Best always,

**Varun Jain**

**Chief Executive Officer**

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

# TOGETHER WE CAN



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

As we navigate the ever-evolving landscape of the NV Group, it becomes increasingly clear that planning and focus are not just buzzwords but essential pillars for our success and well-being. In this month's newsletter, I want to highlight the transformative power of these two concepts and how they can propel us toward achieving our goals efficiently and effectively.

## The Power of Planning:

Planning is the foundation upon which all successful endeavours are built. It is the process of setting objectives, determining the best course of action to achieve them, and allocating resources accordingly. Here are some key benefits of effective planning:

- **Clear Direction and Goals:** Planning helps us define our goals clearly and map out the steps needed to reach them. With a well-thought-out plan, we know exactly what we need to do, when we need to do it, and who is responsible for each task. This clarity reduces confusion and ensures everyone is on the same page.
- **Efficient Resource Management:** By planning ahead, we can allocate our resources—time, money, and manpower—more efficiently. We can anticipate potential challenges and prepare solutions in advance, minimizing waste and maximizing productivity.
- **Improved Risk Management:** A comprehensive plan allows us to identify potential risks and develop strategies to mitigate them. This proactive approach reduces the likelihood of encountering unforeseen problems and helps us stay on track even when faced with obstacles.



- **Enhanced Team Collaboration:** When everyone understands the plan and their role in it, collaboration becomes more effective. Planning fosters communication, coordination, and cooperation among team members, leading to a more cohesive and productive work environment.

## The Power of Focus:

While planning sets the stage, focus is what drives execution. Focus is the ability to concentrate on the tasks that matter most, avoiding distractions and maintaining momentum. Here's why maintaining focus is crucial:

- **Increased Productivity:** Focus allows us to work smarter, not harder. By concentrating on high-priority tasks, we can accomplish more in less time and with greater accuracy. This increased productivity translates into better results and a more efficient workflow.
- **Higher Quality Work:** When we focus, we can give our full attention to the task at hand, ensuring that we deliver our best work. This attention to detail leads to higher quality outcomes, which ultimately benefits the entire organization.
- **Greater Job Satisfaction:** Achieving a state of focus, often referred to as "flow," can lead to a more fulfilling work experience. When we are fully engaged and immersed in our work, we experience a sense of accomplishment and satisfaction, which boosts morale and motivation.
- **Reduced Stress:** A focused approach helps us manage our time and responsibilities more effectively, reducing the stress that comes from feeling overwhelmed. By tackling tasks methodically and staying organized, we can maintain a healthier work-life balance.

**Putting Planning and Focus into Practice, *To harness the benefits of planning and focus, consider these practical tips:***

- **Set SMART Goals:** Ensure your objectives are Specific, Measurable, Achievable, Relevant, and Time-bound.
- **Prioritize Tasks:** Use tools like the Eisenhower Matrix to distinguish between urgent and important tasks.

- **Create a Schedule:** Break down your plan into daily, weekly, and monthly tasks and stick to a consistent schedule.
- **Eliminate Distractions:** Identify common distractions in your work environment and find ways to minimize them.

In conclusion, by embracing the principles of planning and focus, we can navigate our challenges more effectively and seize opportunities with greater confidence. Let's commit to integrating these practices into our daily routines and supporting each other in this journey. Together, we can achieve remarkable things.

Thank you for your dedication and hard work.

With warm regards

**Neha Gupta**

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



# SMOKE LAB EVENTS

## SMOKE LAB X Gourmet Luxe at Masala Library - Mumbai

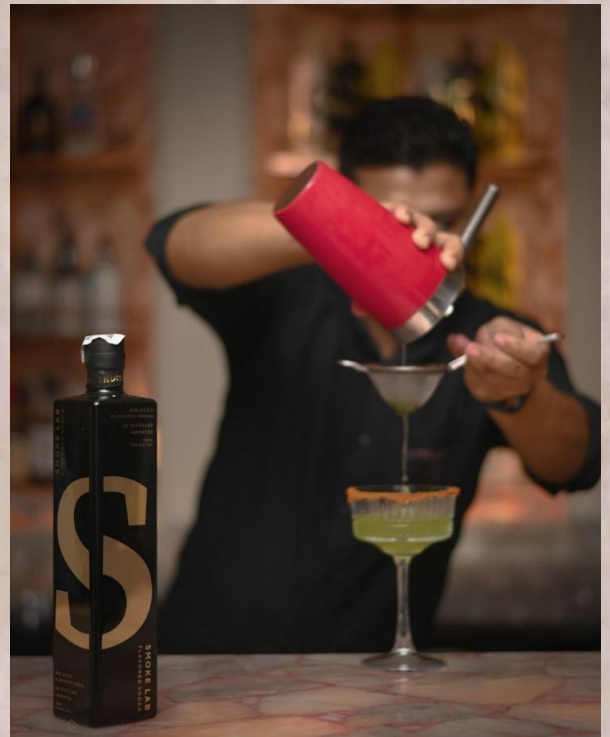


This evening at [@masalalibrary](#) was all about honoring the past while sipping into the bold heritage flavors. Swipe to see the iconic sips that were nothing short of legendary.





## SMOKE LAB X Ivoryy – Delhi

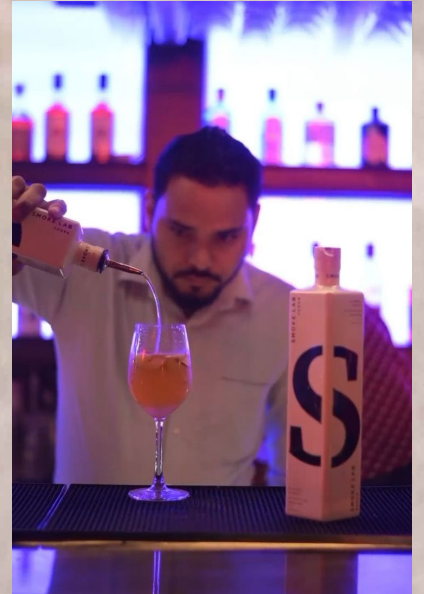
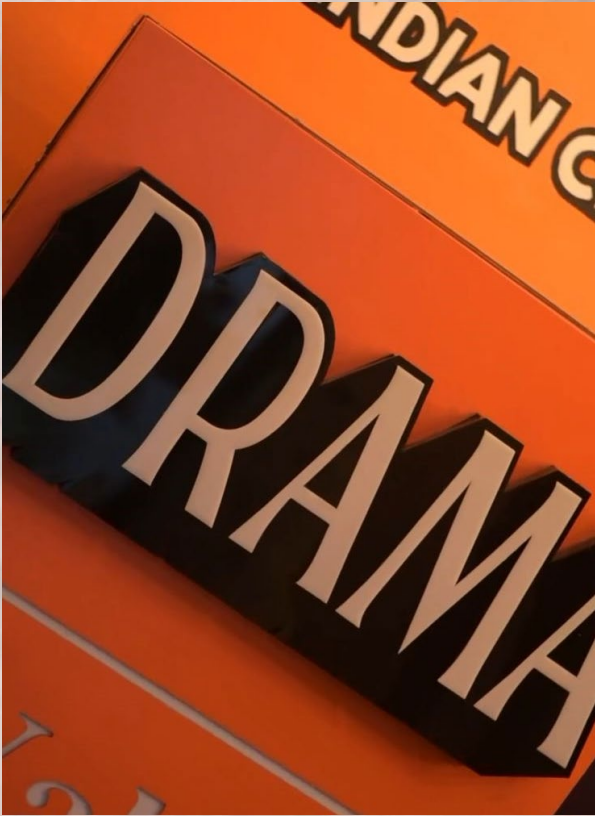


Savor the elegance and flavor. Have a look through an unforgettable night at @ivoryy.delhi with our amazing cocktails.





**SMOKE LAB X DRAMA – Delhi**

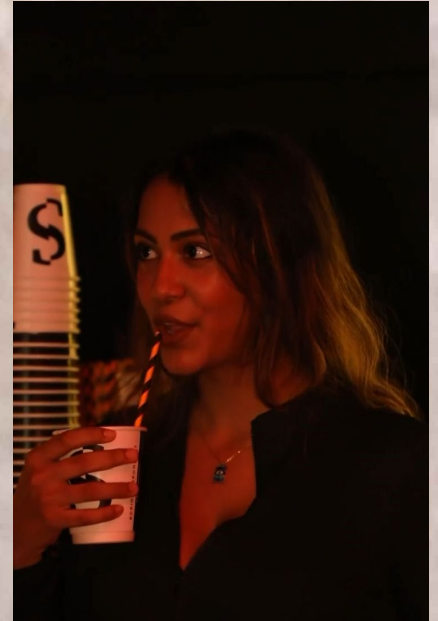


Drama at [@drama.delhi](https://www.instagram.com/drama.delhi)! Cheers to the spotlight moments and the cocktails that were talk of the town.

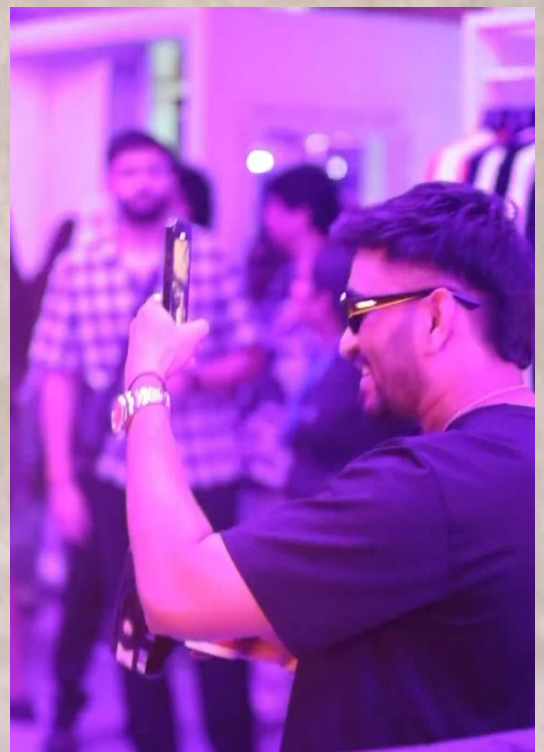




**SMOKE LAB X CDC – Mumbai**

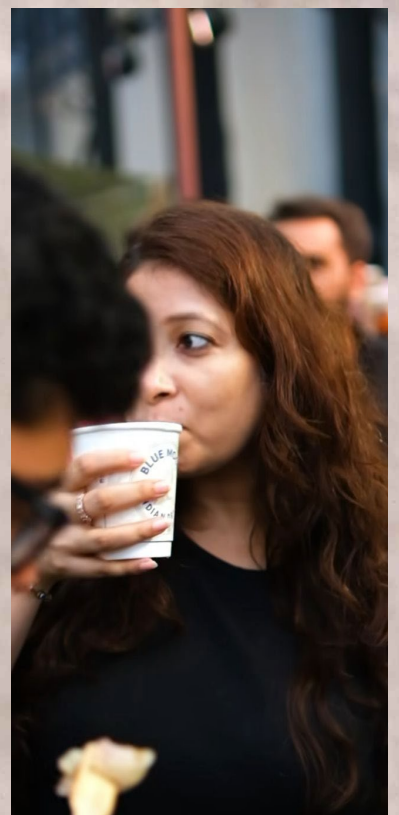


Pouring style into every glass and stepping up the game with [@crepdogcrew](#) and [@cdcexperience](#). Cheers to a collaboration that's much more than an experience.





## BMG X Street Food festival – Mumbai

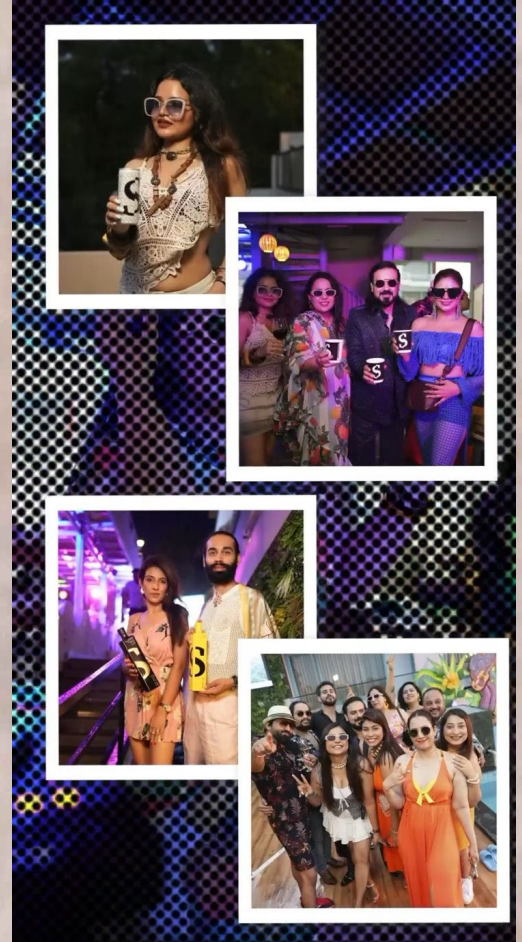


The Street food festival at @jioworlddrive was a Blast! Our Gin added the perfect twist to those bold, delicious flavour's.





**SMOKE LAB X The Grand Continent – Goa**



We kicked off in style at Goa's finest. The launch event at [@grand\\_continent\\_morjim](#) was a perfect blend of luxury and flavor. Here's to setting the bar high!





## 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.



Mr. Manish Kumar – Manager - Finance is based at NV Corporate office, New Delhi. He enjoys playing volleyball and exploring new tourist places. Born on 12<sup>th</sup> July.



Mr. Jagdish Shukla – Senior Executive - Accounts is based at NV Corporate office, New Delhi. He likes travelling and reading. Born on 18<sup>th</sup> July

## NEW MEMBERS OF NV FAMILY:



**Ms. Ananya Mazumder** has joined us as “**Senior Executive – Key Account(On Trade)**” in NVDBPL based at **HQ – North Goa**.

She will be responsible for On Trade Sales & Key Account of North Goa Region.

Ms. Ananya has 06 years of rich experience. She started her career with Akzo Nobel Private Ltd. Thereafter, She worked with Interglobe Aviation Ltd. Her last stint was with GMR Group where she was working as Senior Executive.

She did MBA (Marketing & HR) from Guwahati University.

She will be reporting to **Mr. Siddharth Desai, GM – Sales & Marketing**. Her official email-id is [ananyamazumder@smokelabofficial.com](mailto:ananyamazumder@smokelabofficial.com) and can be reached at +91 – 7002132685.

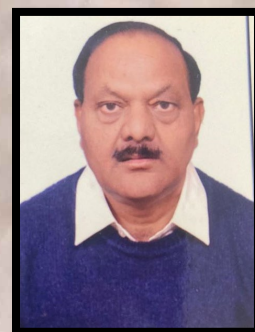
**Mr. Girish Srivastava** has joined us as “**GM – HR, Admin & Liaison**” in NV Distilleries Pvt. Ltd. based at **Badholi Unit, Ambala (HR)**.

He will be responsible for HR, Admin. & Liaisoning operations of Badholi Plant.

Mr. Girish has 35 + years of rich experience in Plant HR & Administrations. He started his career with M/s Dhampur Sugar Mills Ltd. Thereafter, he worked with Rajasthan Explosive & Chemicals, Ashoka Distillery & Chemicals Ltd., Ridhi Sidhi Gluco Boils Ltd. and ADS Spirits Ltd.. His last stint was with M/s E20 Green Fuels Pvt. Ltd. where he worked as Plant HR Head.

He did MSW from Manav Bharti University, Solan (HP) and MA (Economics) from Garhwal University.

He will be **administratively** reporting to **Mr. NB Singh, Unit Head** and **functionally** to **Mr. Ashvani Kumar Singh, GM – HR & Admin**. His official email-id is [badholihr@nvgroup.co.in](mailto:badholihr@nvgroup.co.in) and can be reached at +91 – 7496970829.



**Mr. Mahendra J Shetye** has joined us as “**Assistant Manager – Sales**” in NV Distilleries & Breweries Pvt. Ltd. based at **HQ – North Goa**.

He will be responsible for Off Trade Sales of North Goa Region.

Mr. Mahendra Shetye has 20 years of rich experience in Sales & Marketing. He started his career with Inertia Industries Ltd. Thereafter, he worked with Lila Son's Industries Ltd., Viiking Beverages Pvt Ltd. & 7ink Brews Pvt. Ltd. His last stint was with R.G. Distillery where he was working as State Head – Goa.

He did B.Com from Mumbai University.



He will be reporting to **Mr. Dattatreya Mairal, State Head - Goa**. His official email-id is [mahendrashetye@nvgroup.co.in](mailto:mahendrashetye@nvgroup.co.in) and can be reached at +91 – 9284504865.

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**Mr. Prabudh Lalas** has joined us as “**Key Account Manager – On Trade**” in NVDBPL based at **HQ – Jaipur (Rajasthan)**.

He will be responsible for On Trade Sales & Key Account of Jaipur Region .

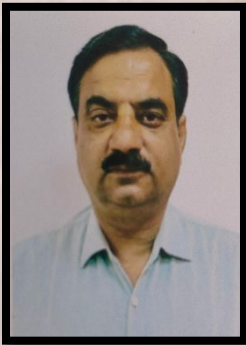
Mr. Prabudh has 15 years of rich experience in Key Account Management, Horeca & Institutional Sales. He started his career with United Breweries Ltd. Thereafter, he worked with SAB Miller India, Sula Wines, AB Inbev India. His last stint was with Prystine Food & Beverages Pvt. Ltd. where he was working as Key Account Manager for Rajasthan.



He did M.Sc (Computer Science) from Rajasthan Vidhya peeth, Udaipur.

He will be reporting to **Mr. Deepak Vashistha, AGM – Key Account**. His official email-id is [prabudhlalas@smokelabofficial.com](mailto:prabudhlalas@smokelabofficial.com) and can be reached at +91 – 8384992555.

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**Mr. Sanjay Rathi** has joined us as “**Sr. Vice President – Manufacturing (Plant Head)**” in NV Distilleries & Breweries Pvt. Ltd. based at **Rajpura, Punjab**.

He will be responsible for plant operations of Rajpura Plant.

Mr. Sanjay Rathi has 26 years of rich experience in complete handling & commanding of Plant operations. He started his career with Rampur Distillery. Thereafter, he worked with Shamli Distillery & Chemical, M.J. & Sons Distilleries, Agribiotech Industries, Oasis Commercial Pvt. Ltd. and Ankur Biochem Pvt Ltd.. His last stint was with Boudh Distillery Pvt Ltd. where he was working as Unit Head.

He did B.Sc from CCS University, Meerut & PG Diploma in IFAT from VSI, Pune.

He will be reporting to **Hon'ble Chairman**. His official email-id is [prplanthead@nvgroup.co.in](mailto:prplanthead@nvgroup.co.in) and can be reached at +91 – **7087300363**.

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**Mr. Sanjeev Kohli** has joined us as “**AGM – Sales (CL)**” in NV International Pvt. Ltd. based at **HQ – Ambala (Haryana)**.

He will be responsible for CL Sales operations of Haryana State.

Mr. Sanjeev has 34 years of rich experience in IMFL & CL Sales. He started his career with M/s Karamchand Thapar & Bros. Ltd. Thereafter, he worked with McDowell's & Co. Ltd., Simbhaoli Sugar Mills, Alcobrew Distilleries Pvt. Ltd., NV Group and Oasis Commercial Pvt. Ltd. His last stint was with Flyover Distillers & Bottlers Pvt. Ltd. where he worked as Manager – Sales (IMFL) for Haryana State.



He did B.Com from Calcutta University, Kolkata.

He will be reporting to Hon'ble Managing Director. His official email-id is [sanjeevkohli@nvgroup.co.in](mailto:sanjeevkohli@nvgroup.co.in) and can be reached at +91 – 7404150151.

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**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.**