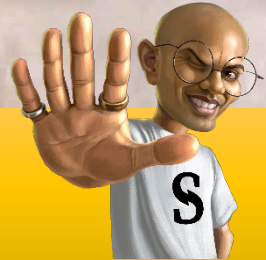


NV Group Times

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

In the business world, leaders often face a choice: to carve out a unique path or to follow the crowd. This decision can shape not only the trajectory of their company but also their legacy as a leader. The metaphor of being a "Tiger of the Forest" versus one of the "many Lions in the Jungle" encapsulates this dilemma perfectly. Let's explore why a Founder & CEO should embody the solitary strength and distinctive prowess of the tiger rather than blending in as just another lion in a crowded jungle.

- **Uniqueness and Identity:** A tiger, solitary by nature, embodies individuality and distinctiveness. In a forest, the tiger stands out, commanding respect and recognition. Similarly, a leader who dares to be different—who innovates and takes risks—creates a unique identity for their company. In a competitive market, where countless companies may offer similar products or

services, standing out is crucial. The tiger's approach isn't just about survival; it's about thriving by leveraging uniqueness.

- *Differentiation as a Strategy:* In a saturated market, differentiation becomes a key strategy. Whether it's through innovative products, exceptional customer service, or a unique brand story, being different is the pathway to success.
- *Building a Legacy:* A unique leader who isn't afraid to challenge the status quo is more likely to leave a lasting legacy. Like a tiger whose presence in the forest is unmistakable, such a leader's impact is felt long after they're gone.
- **Adaptability and Independence:** Tigers are known for their adaptability and resourcefulness. They thrive in various environments, from dense forests to open grasslands, relying on their keen instincts and independence. For a CEO, these traits translate to an ability to navigate through uncertain and changing market conditions with agility and foresight.
 - *Independence in Decision-Making:* Unlike lions, who often rely on the collective strength of the pride, tigers hunt alone. This independence can be seen in leaders who trust their instincts and make bold decisions without waiting for consensus. It's this decisiveness that often sets successful companies apart from the rest.
 - *Resilience in Adversity:* The ability to adapt quickly to challenges—whether it's economic downturns, technological disruptions, or competitive pressures—is essential for long-term success. A tiger doesn't wait for the perfect conditions; it seizes opportunities as they come.
- **Selective Alliances:** While lions thrive in social structures, forming pride, tigers are more strategic in their associations. They may be solitary, but when they do align with others, it's done with precision and purpose. This can be a powerful metaphor for business leaders.
 - *Strategic Partnerships:* Rather than forming numerous superficial alliances, a tiger-like leader chooses partnerships that align with their vision and goals. These selective alliances are often more impactful, leading to mutually beneficial outcomes.
 - *Focused Leadership:* By avoiding the distractions of managing too many relationships, a leader can focus on what truly matters—steering the company toward its goals with clarity and purpose.
- **Courage and Fearlessness:** The tiger is often seen as a symbol of courage and fearlessness, traits that are indispensable for a CEO. In the business world, where risks and uncertainties are constant companions, the ability to act with courage and confidence can make all the difference.
 - *Risk-Taking as a Growth Strategy:* Just as a tiger must take risks to hunt successfully, a CEO must be willing to take calculated risks to drive growth. Whether it's entering new markets, launching innovative products, or disrupting traditional business models, courage is key to achieving significant breakthroughs.

- **Inspiring Confidence:** A leader who acts with the fearless determination of a tiger inspires confidence in their team. This morale boost can lead to greater productivity and a more cohesive organizational culture, driving the company forward.

- **Mastery of Territory:** A tiger is the undisputed master of its territory. It knows every inch of its domain, leveraging this knowledge to its advantage. For a CEO, mastering one's market and understanding the intricacies of the industry is essential for establishing dominance.
 - **Market Leadership:** By focusing on core competencies and becoming a master of their industry, a leader can ensure that their company remains at the forefront. Like a tiger that is unmatched in its territory, such a company becomes the go-to leader in its field.
 - **Sustainable Growth:** Mastery of territory also involves knowing when to expand and when to consolidate. A strategic approach to growth, guided by deep market insights, ensures long-term sustainability.

Being a tiger of the forest rather than one of the many lions in the jungle is about embracing individuality, adaptability, strategic thinking, and fearless leadership. For a Founder & CEO, these traits are not just advantageous—they are essential. In a world where competition is fierce and the pressures of conformity are constant, choosing the path of the tiger can lead to a unique and enduring legacy. As a leader, the challenge isn't just to survive in the business jungle; it's to thrive by standing out, making bold decisions, and mastering your territory with the confidence of a tiger.

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 complexities of work and life, it's essential to cultivate practices that enhance our well-being and promote a harmonious workplace. In this month's newsletter, let's explore the interconnected themes of mindfulness, anger management, and the art of minding our own business.

1. Mindfulness: A Path to Clarity

What is Mindfulness? Mindfulness is the practice of being fully present in the moment, without judgment. It involves paying attention to our thoughts, feelings, and sensations with openness and curiosity. By practicing mindfulness, we can reduce stress, enhance focus, and improve overall mental health.

How Can We Incorporate Mindfulness?

1. **Mindful Breathing:** Take a few minutes each day to focus on your breath. Notice the rise and fall of your chest or the sensation of air entering and leaving your nostrils. This simple practice can ground you and reduce anxiety.
2. **Mindful Eating:** Pay attention to each bite during meals. Savor the flavours, textures, and smells. Eating mindfully not only improves digestion but also helps us appreciate the nourishment we receive.
3. **Mindful Work:** When working, be fully engaged in the task at hand. Minimize distractions, and give your complete attention to the present moment. You'll find increased productivity and satisfaction.

2. **Anger Management: Taming the Fire Within**

Why Anger Management Matters? Anger is a natural emotion, but how we express and manage it matters. Uncontrolled anger can harm relationships, affect decision-making, and impact our health.

Here are some strategies for Anger Management:

1. **Pause and Reflect:** When you feel anger rising, take a pause. Ask yourself: Is this situation worth my anger? Can I respond differently? Reflecting before reacting prevents impulsive outbursts.
2. **Communication:** Express your feelings calmly and assertively. Use “I” statements to avoid blame. For example, say, “I felt upset when...” instead of pointing fingers.
3. **Physical Release:** Engage in physical activities like exercise or deep breathing. These help release pent-up energy and reduce anger.

3. **Minding Your Own Business: Boundaries and Respect**

Why Mind Your Own Business? In a professional setting, respecting boundaries is crucial. Here’s how to strike the right balance:

1. **Focus on Your Role:** While collaboration is essential, avoid unnecessary meddling in others’ affairs. Trust your colleagues to handle their responsibilities.
2. **Avoid Gossip:** Gossiping about coworkers or their personal lives creates a toxic environment. Instead, channel that energy into positive interactions.
3. **Empathy:** Understand that everyone has their struggles. Show empathy without prying into private matters.

Remember, our well-being and the well-being of our colleagues are intertwined. Let’s practice mindfulness, manage our emotions, and respect each other’s boundaries. Together, we create a healthier, more supportive workplace.

Wishing you a mindful and harmonious month ahead and always remember, *None of us sit high enough to look down on anyone.*

With warm regards

Neha Gupta
Director - HR, Admin. & Commercial

SMOKE LAB EVENTS

SMOKE LAB X Epres Launch Mumbai



Smoke Lab Vodka keeps the party going and makes it a night to remember! Check out the electric vibe at EPRES launch. Celebrate with great music and even better cocktails, always.
#DrinkResponsibly



INDEPENDENCE DAY CELEBRATION

India is celebrating the 78th Independence Day this year. We as a proud Indian are excited to celebrate the biggest festival of the country “Viksit Bharat”. Remembering all the freedom fighters and their contribution they made to this county to be free and independent.

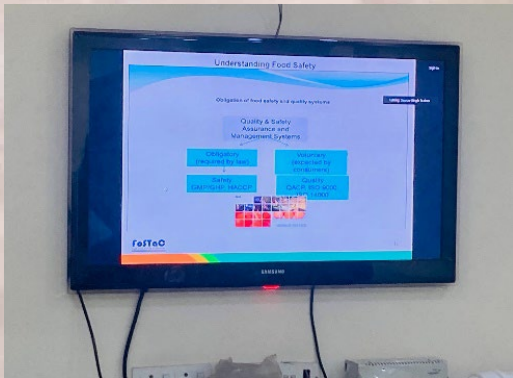
Marking the 78th Independence Day, Prime Minister Shri Narendra Modi hoisted the National Flag and addressed the nation from the ramparts of the Red Fort in New Delhi. Similarly, at Unit we have celebrated Independence Day.



EMPLOYEE ENGAGEMENT AT UNIT

NV's Human Resource department always think and work towards to keep employees engaged and aligned to the business by arranging employee engagement activities at the Unit and corporate level. It plays an important role as we believe that employees are our assets and we value them.

At Badholi, we have organized **Food Safety Training (FOSTAC)** on 27th August'24.



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. Abhinav Kumar – Manager – Key Accounts is based at NV Corporate office, New Delhi. He enjoys playing cricket and travelling. Born on 09th of August.



Mr. Abhishek Chaudhary – Sr. Manager - Purchase based at NV Corporate office, New Delhi. He enjoys reading newspaper and playing cricket. Born on 21st of August.



Mr. Rajoo Gupta, Executive – CS based at NV Corporate office, New Delhi. He enjoys playing cricket. Born on 20th of August.



Ms. Neha Gupta, Director – HR, Admin & Commercial based at NV Corporate office, New Delhi. She enjoys doing Pilates and Yoga, reading on Nutrition and holistic healing. Born on 19th of August.



Ms. Sanya Jain, Sr. Vice President – Public Relations based at NV Corporate office, New Delhi. She enjoys reading & designing. Born on 19th of August.

NEW MEMBERS OF NV FAMILY:



Mr. Dheeraj Kumar Pandey has Joined us as “**Assistant Manager - Accounts**“ in NVDBPL based at HO.

He will be responsible for Account operations of HO as per business requirements.

Mr. Dheeraj has 06 years of experience in Finance & Accounts department. He started his career with M/s Janak Impex Private Ltd. Thereafter, he worked with M/s Rajeev Sabharwal & Associate. His last stint was with M/s Gaurav Sabharwal & Company where he worked as Assistant Manager – Finance Auditor.

He did B.Com. from Delhi University and Pursuing MBA (Finance) from Delhi University.

He will be reporting to **Mr. Ankit Goel, AGM –F&A.** His official email id is dheerajpandey@nvgroup.co.in and can be reached at +91 – 7050387738.

Mr. Jasveer Singh Dhama has Joined us as “**General Manager-Bottling & Blending operations**“ in NV Distilleries Pvt. Ltd. based at Badholi Plant, Ambala.

He will be responsible for Bottling & Blending operations of Badholi Plant.

Mr. Jasveer is a seasoned Bottling professional with more than 26 years of rich experience. He started his career with M/s Modi Distilleries Pvt. Ltd. Thereafter, he worked with M/s Som Distilleries Pvt. Ltd., Vintage Distilleries Pvt. Ltd., Patran Distilleries Ltd., Uflex Ltd., Wave Distilleries Ltd. and Shadi Lal Distillery & Chemicals. His last stint was with Superior Distilleries Ltd. where he worked as General Manager - Bottling.

He did M.Sc. From C.C.S. University, Meerut and DIFAT from National Sugar Institute, Kanpur (UP).

He will be reporting to **Mr. Narendra Bahadur Singh - Sr. Vice President-Mfg(Unit Head).** His official email id is bottlinghead@nvgroup.co.in and can be reached at +91 –9138954104.





Mr. Rajeev Kumar Singh has Joined us as “**Manager - Taxation**“ in NVDBPL based at Head Office.

He will be responsible for Taxation of NV Group Companies at HO Level.

Mr. Rajeev has 22 years of rich experience in Finance, Accounts & Taxation Department. He started his career with M/s Praveen Engineering Pvt Ltd. Thereafter, he worked with M/s Singhbhum Technocast, Arush Metal Casting Ltd., Metaldyne Industries Ltd. and steel strips Pvt Ltd. His last stint was with M/s Dalmia Bharat Sugar & Industries Ltd. where he worked as Deputy Manager

– Taxation.

He did MBA (Finance) from Magadh University, Bodhgaya (Bihar).

He will be reporting to **Mr. Aman Kumar Jain, Vice President –F&A**. His official email id is rajeevsingh@nvgroup.co.in and can be reached at +91 – 9304923147.

Mr. Sagar S. Sudrik has Joined us as “**Key Account Executive – On Trade**“ in NVDBPL based at HQ – Mumbai (MH).

He will be responsible for Key Account operations of Mumbai Region.

Mr. Sagar has 12 years of experience in Business Development & Key Account Operations . He started his career with M/s Marriott International Hotel. Thereafter, he worked with M/s Four Seasons Hotel, Aspri Spirits, Global Food & Beverages, Momentum India Pvt. Ltd. Adani Airport Lounge. His last stint was with Hotel Marine Plaza where he worked as Food & Beverages Executive.



He did B.Sc (Hospitality & Management Studies) from Kohinoor College of Hotel & Tourism, Mumbai.

He will be reporting to **Mr. Siddharth Rajan Desai, GM – Sales & Marketing**. His official email id is sagarsudrik@smokelabofficial.com and can be reached at +91 – 9819056727.

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.