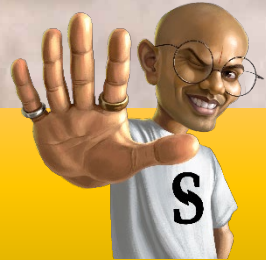


NV Group Times

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: FOUNDER & CEO SMOKE LAB VODKA

CEO Speaks

In today's fiercely competitive marketplace, differentiation is no longer a luxury, it's a necessity. As the Founder and CEO of Smoke Lab, I've witnessed the transformative power of world-class product design and packaging. Often considered peripheral, these elements can be the silent sellers that propel your brand to the forefront.

Many underestimate the influence of design and packaging. Consider this: a consumer encounters a shelf overflowing with similar products. What compels them to choose yours? Design and packaging are the unspoken conversations that spark interest, communicate value, and drive sales.

Here's how investing in world-class design and packaging can provide a significant competitive edge:

- S Capturing Consumer Attention:** You have a fleeting window to grab a customer's attention. Compelling design that embodies your brand identity and product essence is vital. It's a miniature billboard on crowded shelves, demanding immediate visual recognition and intrigue.
- S Building Brand Perception:** Design and packaging transcend mere aesthetics; they serve as brand narratives. They communicate your brand values, quality positioning, and target audience. High-quality materials and thoughtful design elevate perceived value, allowing you to command premium pricing.
- S Prioritizing User Experience:** Functionality is king. Packaging should be effortless to open, reseal, and store. Product design should prioritize user-friendliness and ergonomics. A product that delights in use fosters brand loyalty and generates positive word-of-mouth endorsements.
- S Sustainability as a Differentiator:** Today's consumers are environmentally conscious. Sustainable packaging solutions that utilise recycled materials or minimise waste resonate with this growing market segment. It demonstrates your commitment to environmental responsibility, a value that can differentiate you in a competitive landscape.
- S Fostering Innovation and Excitement:** Don't be afraid to push boundaries. Innovative packaging can create a buzz and generate excitement for your product. It can also introduce novel functionalities, such as extended shelf life or built-in portion control.

Investing in world-class design and packaging is a strategic decision, not an expense. You're not simply selling a product; you're selling an experience. By prioritizing exceptional design and packaging, you create a silent seller that speaks volumes about your brand and its commitment to quality, innovation, and customer satisfaction.

Best always,

Varun Jain

Founder & Chief Executive Officer SMOKE LAB

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

TOGETHER WE CAN



NEHA GUPTA: DIRECTOR- HR, ADMIN & COMMERCIAL

As we continue our journey of growth and innovation, I want to take a moment to address a topic that resonates with all of us: **failure**. Although we often focus on success and progress, every successful endeavour has a trail of setbacks, missteps, and lessons learned. Today, let's explore how we can harness the power of failure and turn it into a tool for growth and opportunity.

Redefining Failure: A Stepping Stone to Success

Failure, by definition, is simply an unmet expectation, a result that didn't align with what we aimed for. However, in a fast-paced and ever-evolving environment like ours, failure is more than just an end—it's a **beginning**. It's an opportunity to re-evaluate, adjust, and emerge stronger than before. Every challenge we face reveals valuable insights about our processes, our strategies, and ourselves.

Consider these aspects of failure as valuable:

1. **Learning Opportunity:** Each setback presents lessons. When something doesn't work, we gain a better understanding of what *might* work in the future.
2. **Resilience Building:** Overcoming a challenge builds character, persistence, and resilience, which are essential qualities in any workplace.
3. **Creativity and Innovation:** Sometimes, the most effective solutions come from unconventional approaches that didn't initially succeed. Innovation often stems from persistence through multiple attempts.

Transforming Failure into Future Success

To make the most of setbacks, it's crucial that we **embrace an open mindset**. Here are a few principles we can integrate into our everyday practices to ensure that failure fuels progress:

1. **Encourage a Safe Space for Experimentation:** Let's support each other in trying new approaches without fear of negative judgment. When teams feel safe, they're more willing to take calculated risks, leading to breakthrough results.
2. **Reflect, but Don't Dwell:** A failure is worth little if we don't learn from it, so let's take time to evaluate what went wrong and why. Once we understand, we can move on, applying what we've learned rather than remaining focused on the setback.
3. **Celebrate Effort as Much as Outcome:** Success isn't the only thing worth celebrating. The journey, effort, and learning that come with each project are equally important. Recognizing and rewarding dedication encourages a culture that values learning over winning alone.
4. **Setbacks as Part of Innovation:** Remember, not every new idea will succeed initially, and that's perfectly okay. Some of the greatest breakthroughs in our industry came from initial failures. Treat every setback as a stepping stone, and remind yourself that our collective resilience is what will ultimately drive us forward.

Sharing Failures to Build a Culture of Learning

In our organization, it's essential to recognize that **no one is alone in experiencing failure**. Sharing our experiences with others can provide different perspectives and create learning moments for everyone. By opening up about our challenges, we reinforce a culture of collective growth. Let's use

our internal meetings, team huddles, or informal chats to speak openly about what didn't go as planned and how we overcame it.

Looking Ahead Together

As part of management, I want to assure you that every setback, no matter how significant it may seem, has value. Let's not be afraid to make mistakes but instead focus on how we can make each experience count. When we approach our work with resilience and a commitment to growth, every failure becomes an opportunity for future success.

Thank you all for your hard work, dedication, and for being part of a team that continuously strives for excellence. Let's embrace the ups and downs as a unified team and turn each challenge into a chance to grow.

With warm regards

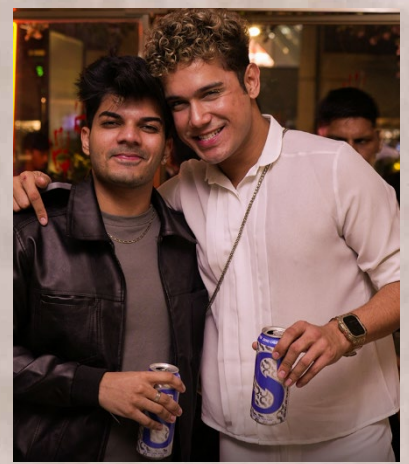
Neha Gupta

Director - HR, Admin. & Commercial

SMOKE LAB EVENTS

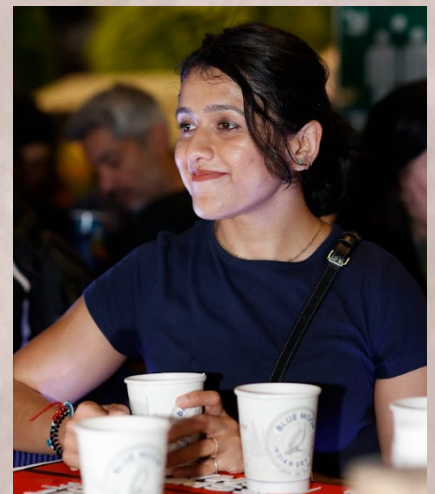
SMOKE LAB X Nightout at SAZ

Delhi



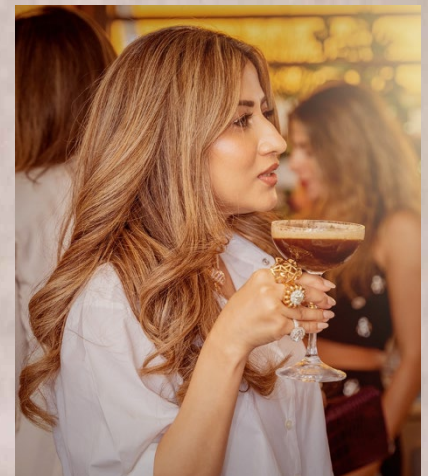
BLUE MOON GIN x Shaan

Mumbai



SMOKE LAB x GODDESS PROJECT

Dubai



NAVRATRI KALASH POOJAN STHAPNA

Badholi Plant



DIWALI LUNCH

Badholi Plant



DIWALI POOJA

Head office Delhi



CELEBRATION OF EMPLOYEES BIRTHDAY AT THE HEAD OFFICE



Mr. Tarun Dhiman – Manager – Administration at NV Corporate office, New Delhi. He enjoys travel and listening to music. Born on 16th October.



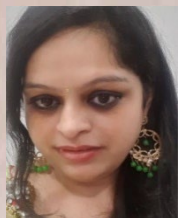
Ms. Ankita Rana – Executive - Accounts at NV Corporate office, New Delhi. She likes fictional movies and travelling. Born on 22nd October.



Mr. Ankit Goel – AGM – Finance & Accounts at NV Corporate office, New Delhi. He likes reading books and newspaper. Born on 24th October.



Mr. Anurag Goswami – Manager – MIS at NV Corporate office, New Delhi. He loves reading and travelling. Born on 25th October.



Ms. Nisha Chadha – Assistant Manager – Administration at NV Corporate office, New Delhi. She loves writing poems and reading. Born on 25th October.



Mr. Gaurav Garg – Manager – Accounts at NV Corporate office, New Delhi. He loves travelling and reading. Born on 30th October

NEW MEMBERS OF NV FAMILY:



Mr. Kethan M. Vedpathi has joined us as “**Assistant Manager – Key Account (On Trade)**” in NV Distilleries & Breweries Pvt. Ltd. based at HQ – North Goa.

He will be responsible for On Trade Operations of North Goa Region.

Mr. Kethan brings 06 years of extensive experience in the Sales & Marketing Department of Distillery & Breweries industry. He started his career with M/S Red Bull India Pvt. Ltd. Thereafter, he worked with M/S Foxtrot Beverages and BIRA 91. His last stint was with the M/S Aspri Spirits Pvt. Ltd. where he worked as Sr.

Business Development Executive.

He has done B. Com from S.G. International University and MBA from Arunachal University.

He will be reporting to **Mr. Hardik Arora, State Head – Goa (On Trade)**. His official email-id is ketanvedpathi@smokelabofficial.com can be reached on +91 – 9604291238.

Mr. Krishan Kumar has joined us as “**DGM – HR & Admin**” in NV Distilleries Pvt. Ltd. based at Badholi Unit, Ambala (Haryana).

He will be responsible for HR & Administrations Operations of Badholi Unit.

Mr. Krishan brings 28 years of extensive experience in HR & Administration functions with well known manufacturing industries. He started his career with M/s Piccadilly Agro India Ltd. Thereafter, he worked with M/s Bajaj Hindustan Ltd., NV Distilleries Ltd., Naraingarh Sugar Mills Ltd., and Magadh Sugar & Energy Ltd. His last stint was with the M/s Ballarpur Paper Industries Ltd. where he worked as DGM – HR & Admin. (Factory Manager).

He has done BA from M.D. University, Rohtak & MSW from Kurukshetra University.

He will be functionally reporting to **Ms. Neha Gupta, Director (HR, Admin., & Comml.)** and administratively to **Mr. Narendra Bahadur Singh, Unit Head**. His official email-id is badholihr@nvgroup.co.in and can be reached on +91 - 07496970829.



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.