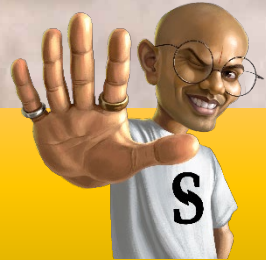


# NV Group Times

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**



## CEO Speaks

Life has a way of testing us at our highest and lowest moments. Often, these tests shape not just our outcomes but also our character. There's an old adage that says, "Two things define you: your patience when you have nothing and your attitude when you have everything."

This simple yet profound idea encapsulates the essence of who we are as individuals. Let's explore why these two qualities—patience and attitude—are the true markers of a person's character.

**Patience When You Have Nothing:** When the chips are down, patience becomes our greatest asset. It's not easy to wait for something when uncertainty looms large or when every door seems to close in your face. Yet, it is in these moments of scarcity that patience does more than help us endure — it builds resilience.

**VARUN JAIN: FOUNDER & CEO SMOKE LAB VODKA**

### **Why Patience Matters**

- Clarity through Stillness: In moments of inactivity, patience allows us to reflect, reevaluate, and strategize rather than make hasty decisions.
- Emotional Stability: Impatience can lead to frustration and poor choices. Patience helps us stay grounded, ensuring that emotions don't cloud judgment.
- A Signal of Strength: Patience in adversity signals inner strength, showcasing our ability to persevere despite challenges.

### **Practical Takeaways for Cultivating Patience**

- Reframe Waiting as Growth: Use downtime to learn new skills, build relationships, or improve your health.
- Practice Gratitude: Focus on what you have rather than what you lack to develop contentment.
- Set Small Goals: Break long-term aspirations into smaller, actionable steps to reduce anxiety about progress.

**Your Attitude When You Have Everything:** Success is a magnifying glass for character. When we “have it all,” how we treat others, manage power, and stay humble often reveals more about us than success itself.

### **Why Attitude Matters**

- The Test of Humility: True greatness lies in remaining grounded even when you've climbed to the top.
- Leadership Through Empathy: Your attitude when successful influences how others perceive you. A kind, inclusive attitude fosters trust and loyalty.
- Sustainability of Success: Arrogance can alienate allies and derail success. A positive attitude ensures continued support and growth.

### **Practical Takeaways for Managing Attitude**

- Stay Connected to Your Roots: Remember where you came from and the people who supported you along the way.
- Share Success: Use your position to uplift others—mentor someone, contribute to causes, or create opportunities for others.
- Seek Feedback: Surround yourself with people who will keep you grounded and provide honest input.

**The Intersection of Patience and Attitude:** Interestingly, patience and attitude are not isolated traits—they reinforce one another. Patience helps you build the emotional endurance needed to maintain a good attitude in tough times, while a positive attitude ensures that success doesn't erode the patience and perspective you developed during your struggles.

Life is a journey of ups and downs. While it's tempting to define ourselves by external achievements or challenges, our internal qualities—patience and attitude—ultimately determine the type of person we are. As you navigate your career and personal life, remember that patience isn't about waiting

passively; it's about enduring with purpose. Similarly, attitude isn't about arrogance in success; it's about using your influence to make a positive impact.

*Your true definition lies not in what you achieve, but in how you handle life's extremes. So, next time you find yourself with nothing or everything, ask yourself: What story am I writing about who I am?*

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 near the end of another year, I find myself reflecting on the essence of what drives success—both for individuals and organizations.

The quote, *"Effort is a decision, Mindset is a decision, Consistency is a decision, and Excellence is a decision. There are no shortcuts to success,"* beautifully encapsulates the values we must embrace to achieve greatness.

**Effort - The Foundation of Achievement:** Effort is the first decision on the journey to success. It's about showing up and giving your best, even when circumstances are challenging. Effort distinguishes those who merely aspire from those who accomplish. Every step we take toward our goals, no matter how small, compounds over time.

Let us continue to approach our responsibilities with the energy and determination that have become hallmarks of our work culture.

**Mindset - The Key to Unlocking Potential:** Our mindset shapes how we perceive challenges, opportunities, and ourselves. A positive, growth-oriented mindset allows us to transform obstacles into stepping stones. While external factors may sometimes feel overwhelming, it is our inner resolve that defines the outcome. As a team, let us nurture a mindset that prioritizes learning, collaboration, and resilience.

**Consistency - Turning Effort into Excellence:** Effort without consistency is like planting seeds without watering them regularly. Success requires sustained dedication—day after day, project after project. Consistency builds trust, strengthens skills, and lays the groundwork for long-term achievements. As we aim for excellence in everything we do, let us remember that consistency is not about perfection but persistence.

**Excellence - The Outcome of Conscious Decisions:** Excellence is not accidental; it is the result of deliberate choices. It is born out of a commitment to exceed expectations, both

individually and as an organization. Striving for excellence does not mean avoiding mistakes but learning from them to improve continuously. Excellence is our shared responsibility and the benchmark of our aspirations.

## **NO SHORTCUTS, ONLY STEPS FORWARD**

In a world that often seeks instant results, it is tempting to look for shortcuts. However, true success lies in embracing the process—the hard work, the learning, and the perseverance. Let us remind ourselves that every milestone we celebrate is a testament to the decisions we've made: to put in the effort, adopt the right mindset, stay consistent, and aim for excellence. As we move forward, I encourage each of you to reflect on how these principles can guide your personal and professional journey. Together, we can create a legacy of success that inspires and endures.

Thank you for your dedication and unwavering commitment to our shared goals.

*Together, we prove that tough times never last, but tough people do.*

With warm regards

**Neha Gupta**

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

# SMOKE LAB EVENTS

## SMOKE LAB X All Day Daily (Pune)



**SMOKE LAB X Goddess project Carnival by TresInd Taj Lands End (Mumbai)**



**SMOKE LAB X Drift at W hotel (Goa)**





**SMOKE LAB X For The record (Goa)**



## 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 corporate level.



Mr. Sagar Singh – Manager - HR at NV Corporate office, New Delhi. He enjoys playing cricket and dancing. Born on 02<sup>nd</sup> November.



Mr. Vinay Kumar Rai – Assistant Manager - Administration at NV Corporate office, New Delhi. He likes to travel and listening to music. Born on 15<sup>th</sup> November.



Mr. Varun Jain – Founder & CEO Smoke Lab based at NV Corporate office, New Delhi. He loves driving on the race track and collecting sneakers. Born on 21<sup>st</sup> November.



Mr. Amit Mal – Deputy Manager - HR is based at NV Corporate office, New Delhi. He likes Swimming. Born on 23<sup>rd</sup> November.

# NEW MEMBERS OF NV FAMILY:



**Ms. Aryanshi Singh** has joined us as “**Trainee - IT**” in **NV Distilleries & Breweries Pvt. Ltd.** based at **Head Office, New Delhi.**

She will be responsible for IT related operations at HO.

She has done B. Tech (CS) from Dr. APJ Abdul Kalam University, Lucknow (UP). She has done Internship with M/s. Oasis Infobyte and Let's Grow More before joining us.

She will be reporting to **Mr. Amit Swing, Vice President – F&A.** Her official email-id is [aryanshisingh@nvgroup.co.in](mailto:aryanshisingh@nvgroup.co.in) and can be reached on +91-

9027415415

**Mr. Pargat Singh** has Joined us as “**DGM - Mechanical**“ in NV Distilleries & Breweries Pvt. Ltd. based at Rajpura Unit.

He will be responsible for Mechanical Department Operations.

Mr. Pargat has got 24 Years of rich experience in Mechanical Department. He started his career with M/s Rai Agro Industries Ltd. Thereafter, he worked with M/s High Polymer Labs, Khasa Distillery and AB Grain Spirits Pvt. Ltd. His last stint was with the M/s Agribiotech Industries Ltd., where he worked as DGM – Mechanical.

He has done B. Tech in Mechanical From Vidyapeeth University.

He will be reporting to **Mr. Dinesh Chander Mishra, Head - Engineering.** His official email-id is [pargatsingh@nvgroup.co.in](mailto:pargatsingh@nvgroup.co.in) can be reached on +91 – 8699187079.



**Mr. Ravindra Pratap Singh** has Joined us as “**General Manager– Production**“ in NV Distilleries & Breweries Pvt. Ltd. based at Rajpura Plant.

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

Mr. R.P. Singh has got 23 Years of experience in Production Department with well known Manufacturing Industries. He started his career with M/S R.B.L Mehatpur. Thereafter, he worked with M/S Sabacchus Distillery Pvt. Ltd., A.B Sugar Ltd., Malbros International Pvt. Ltd., N V Distilleries & Breweries Pvt. Ltd., Globus Spirit Ltd., Piccadily Agro Industries Ltd. His last stint was with

the M/S Oasis Group, where he worked as General Manager – Production.

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

He will be reporting to **Mr. Sanjay Rathi, “Sr. Vice President – Mfg. (Unit Head)”**. His official email-id is [prodrajpura@nvgroup.co.in](mailto:prodrajpura@nvgroup.co.in) can be reached on +91 – 9988785152.

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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.**