

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

As we close out another remarkable year, I want to take a moment to appreciate our collective achievements. 2024 has been a year of growth, innovation, and resilience. Our commitment to excellence has strengthened NV Group's position in the industry, and we will continue to push boundaries in the coming year.

As we prepare for 2025, let's embrace new opportunities, learn from our challenges, and stay committed to our shared vision. Wishing you all a joyous holiday season and a successful new year!

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,

As we continue our journey towards success, I want to take a moment to acknowledge the incredible dedication, hard work, and passion each of you brings to the table every day. Every task, no matter how big or small, contributes to our collective achievements. Together, we've overcome challenges and reached new milestones, and I have no doubt that we will continue to do so in the future. In times of uncertainty, it's easy to lose sight of the bigger picture, but it's important to remember that our strength lies in our ability to adapt, support one another, and persevere.



NEHA GUPTA: DIRECTOR - HR, ADMIN. & COMMERCIAL

Let's remain focused on our goals, stay inspired by the progress we've made, and keep pushing the boundaries of what we can achieve together.

I am incredibly proud of this team and the culture we have built—one of collaboration, innovation, and resilience. Every success is a reflection of your efforts, and every challenge is an opportunity to grow stronger as a team.

Let's keep up the great work and continue to move forward with determination, enthusiasm, and a shared sense of purpose. Together, there is no limit to what we can accomplish! Thank you for your continued hard work and commitment.

Neha Gupta

Director - HR, Admin. & Commercial

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SMOKE LAB HIGHLIGHTS OF 2024

This year has been a landmark for Smoke Lab Vodka, with numerous achievements, including:

- Launch of New Flavors, Introducing unique, globally inspired flavors to elevate our brand.
- International Expansion, Strengthening our presence in key markets like the USA, UAE, and Canada.
- Award-Winning Excellence, Smoke Lab Vodka received multiple industry awards for quality and innovation.

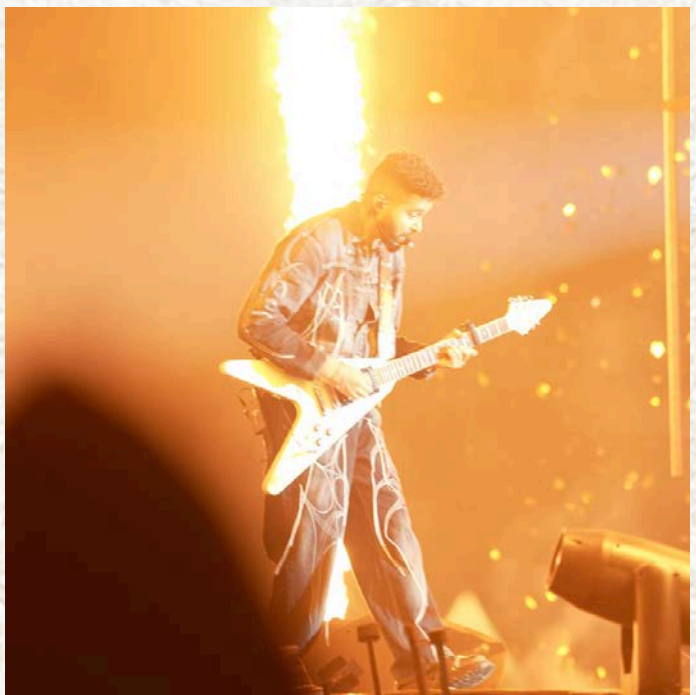
We look forward to even bigger milestones in 2025!



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SMOKE LAB EVENTS

Smoke Lab X AP Dhillon (Chandigarh)



India | USA | Canada | Singapore | Bahrain

SMOKE LAB EVENTS

Smoke Lab X YOU CAN NOT MISS THIS (DELHI)



India | USA | Canada | Singapore | Bahrain

SMOKE LAB EVENTS

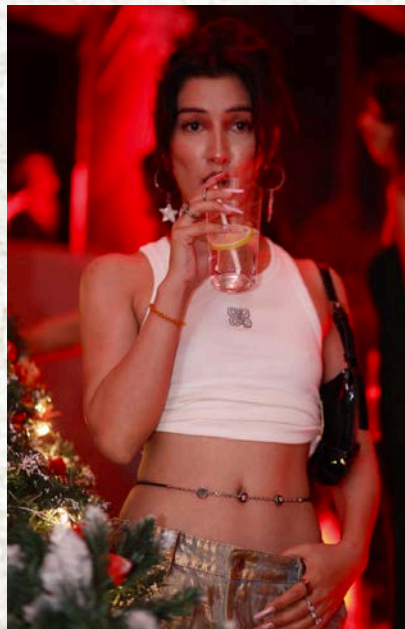
Smoke Lab X SAZ (DELHI)



India | USA | Canada | Singapore | Bahrain

SMOKE LAB EVENTS

Smoke Lab X URBANIC (MUMBAI)



India | USA | Canada | Singapore | Bahrain

SMOKE LAB EVENTS

Smoke Lab X Alec Monopoly (DELHI)



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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 corporate level.



Mr. Mirtunjay Kumar, DGM – Public Relations is based at NV Corporate office, New Delhi. He likes watching movies & playing cricket. Born on the 28th of December.



Mr. Bharat Bhushan, Head of Finance, is based at NV Corporate Office, New Delhi. He enjoys swimming and evening walks. Born on the 13th of December.

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NEW MEMBERS OF NV FAMILY

Mr. Vipin Singh Bisht has Joined us as “Executive – F&A” in NV Distilleries & Breweries Pvt. Ltd. based at Head Office, New Delhi.

He will be responsible for Accounts & Tax related operations of Head Office.

Mr. Vipin Singh Bisht has 08 Years of experience in Finance & Accounts department. He started his career with M/S Dharam Taneja & Associates. Thereafter, he worked with M/S Gitesh Sharma & Associates, Goyal Steel Corporation and SSK Associates. His last stint was with M/S Moore Singh Advisors LLP, where he worked as Compliance Assistant.

He has done B.Com and pursuing in M.Com (02nd Year) from Delhi University. He will be reporting to Mr. Aman Kumar Jain, Vice President (F&A). His official email-id is vipinbisht@nvgroup.co.in can be reached on +91 – 9718984273.



Mr. Amit Kumar has Joined us as “General Manager – Bottling” in NV International Pvt. Ltd. based at Badholi Plant

He will be responsible for Bottling operations of NVIPL, Badholi Plant.

Mr. Amit Kumar has got 26 Years of experience in Bottling & Production Department with well known Manufacturing Industries. He started his career with M/s. Ranson Distillery Ltd. Thereafter, he worked with M/s Kesar Enterprises Ltd., Gupta Modern Breweries & Distillery Ltd. NICOL and Khasa Distillery. His last stint was with the M/s Empire Alcobrev Pvt. Ltd., where he worked as General Manager – Bottling.

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

He will be reporting to Mr. N. B. Singh, “Sr. Vice President – Mfg. (Unit Head)”. His official email-id is bottlingnvipl@nvgroup.co.in can be reached on +91 – 9138954105 (O) & 9888488408 (P).



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NEW MEMBERS OF NV FAMILY

Mr. Anil Kumar Sahu has Joined us as “Sr. Executive – HR & Admin.” in NV Distilleries & Breweries Pvt. Ltd. based at Raipur Unit, Chhattisgarh.

He will be responsible for HR & Administration related operations of Raipur Unit.

Mr. Anil Kumar Sahu has 08 Years of experience in HR & Admin department. He started his career with M/S Kalyan Stone Crushing. Thereafter, he worked with M/S City Engineering College. His last stint was with M/S Aarti Sponge & Power Ltd., where he worked as Officer – HR & Admin.

He has done B.Tech from GEC College, Bilaspur (CG). He will be reporting to Mr. Arjun Singh, DGM (Manufacturing). His official email-id is raipurhr@nvgroup.co.in can be reached on +91 – 8319458472.



Ms. Ashlyn Tracy Ribeiro has joined us as “Trainee – Marketing” in NV Distilleries & Breweries Pvt. Ltd. based at Head Office, New Delhi

She will be responsible for Marketing related operations.

She is Pursuing in Graduation (Business Management) from University of People, California. She has worked with M/s. The Wellness Co., Patrika India and Goldfish PR before joining us.

She will be reporting to Mr. Amit Swing, Vice President – F&A.

Her official email-id is ashlynribeiro@smokelabofficial.com and can be reached on +91-9582024855 .



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.