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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 move forward, I want to take a moment to appreciate the passion and dedication each of you brings. Our success is built on innovation, collaboration, and the willingness to push boundaries. This year, let's continue to challenge ourselves, embrace new ideas, and set higher benchmarks.

Every effort you put in makes a difference, and I'm proud to be working alongside such a driven team. Let's make this year one of growth, creativity, and impact!

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,

The start of the year is always a time of reflection and renewal, and as we move through February, I want to remind you all of the incredible power each of you brings to our organization.

A Month of Growth and Opportunity: February is often seen as a month where we focus on progress. Whether it's refining our skills, tackling new challenges, or simply improving the way we collaborate, this is a perfect time to embrace growth. We all have the potential to continue developing, both professionally and personally, and every step forward counts.

Focus on Excellence: Excellence isn't just about delivering outstanding results; it's about being consistent, putting in the effort, and striving to be better every single day. Small improvements can lead to big changes, and every bit of progress you make contributes to our collective success.



NEHA GUPTA: DIRECTOR - HR, ADMIN. & COMMERCIAL

Celebrating Success Together: It's important that we celebrate both big and small wins. Each milestone, no matter how minor it may seem, is a testament to the hard work and dedication we put in. Let's continue to recognize and appreciate one another's efforts, whether it's through a kind word, a thank-you, or a celebration of a job well done. This culture of appreciation helps to foster positivity and motivation, creating a work environment where everyone can thrive.

Remember Your Impact: Never underestimate the impact you have, both on the people you work with and the work you do. Each one of you contributes to the larger picture and plays a crucial role in helping us achieve our goals. Keep in mind that your efforts—no matter how big or small—are shaping our future. You are the heart of our organization, and without your dedication, we wouldn't be where we are today.

Thank you for your continued hard work, passion, and commitment. Together, we will make 2025 a year of remarkable achievement!

Neha Gupta

Director - HR, Admin. & Commercial

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SMOKE LAB HIGHLIGHTS OF FEB'25

- Indian Cocktail Week - We brought Smoke Lab to India's biggest cocktail festival, serving up bold flavors and unforgettable drinks. A great way to connect with the industry and showcase what we do best!
- Holi Events - What's a celebration without great cocktails? We were part of some incredible Holi events, adding color and flavor to the festivities with Smoke Lab specials.
- Bar Takeovers Across India - From Mumbai to Goa and beyond, our bar takeovers brought unique Smoke Lab experiences to top venues across the country. Great drinks, great energy, and even better company!
- Green Chili Mango Vodka - Coming Soon - The countdown is on! Our newest flavor—Green Chili Mango Vodka—is almost here, ready to shake up cocktail menus across India.



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SMOKE LAB EVENTS

USA



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SMOKE LAB EVENTS

Dubai

Private 65th Birthday Party

We showcased our Smoke Lab Bar Trolley with a mixologist crafting three signature cocktails for a 200-guest celebration. The highlight of the night was the Smoke Lab Tini, which was a crowd favourite.



Garden Party at Emirates Hills

As the bar partner for this exclusive Goddess Project event, we set up our Smoke Lab Bar Trolley with a mixologist serving cocktails under the sun. The event was a great success, with enthusiastic feedback and most of the alcohol running out by the end!



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SMOKE LAB EVENTS

Delhi

INDIAN COCKTAIL WEEK 2025

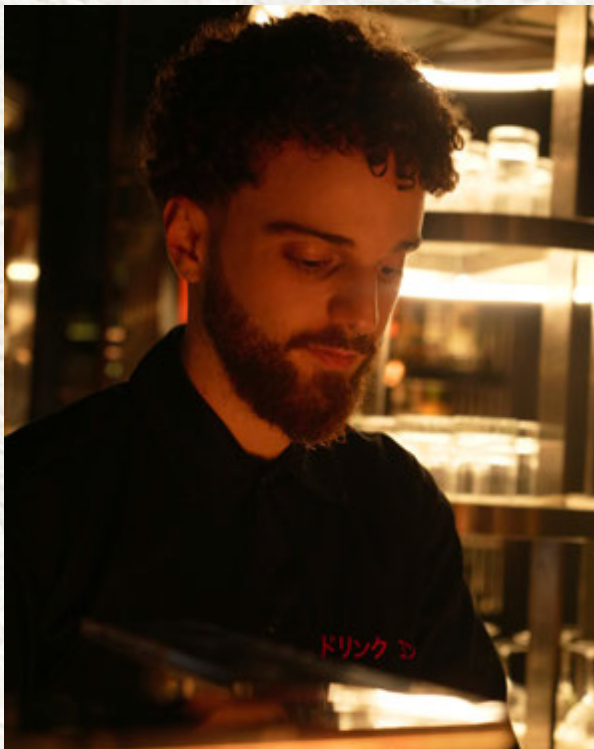


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SMOKE LAB EVENTS

Delhi

JW Marriott Adrift Bar Takeover With Drink Kong Rome

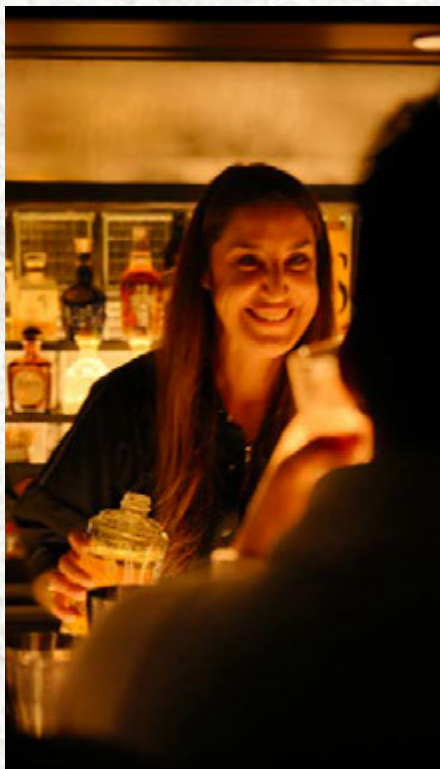


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SMOKE LAB EVENTS

Delhi

Lair Bar Takeover With Mar

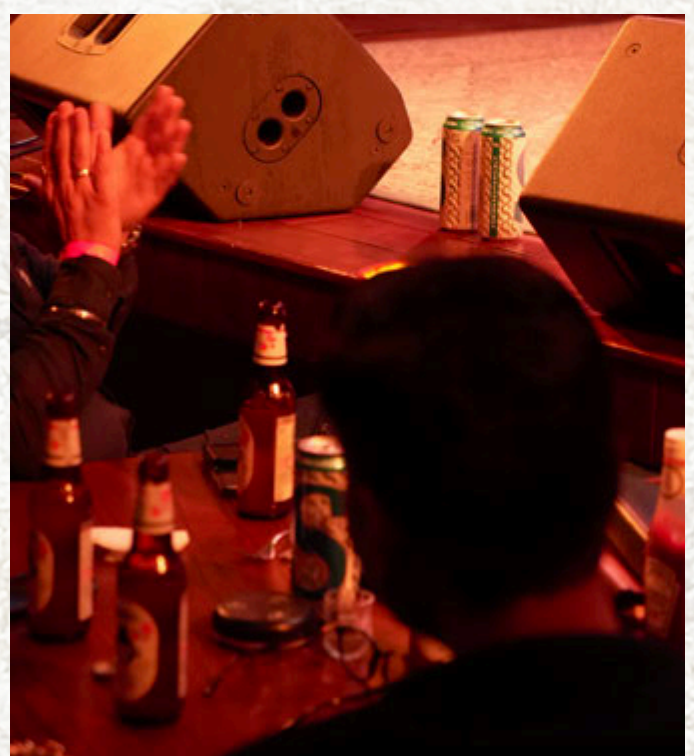
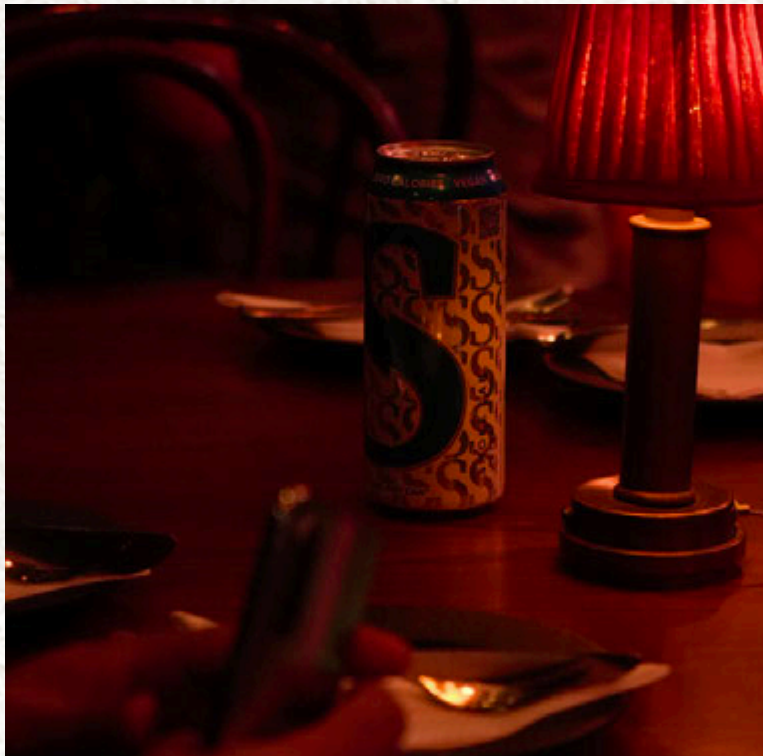


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SMOKE LAB EVENTS

Delhi

Maheep Singh at Piano Man Delhi



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SMOKE LAB EVENTS

Mumbai & Goa

Bar Takeovers by Jay Gray at Indian Accent
Mumbai & Fireback Goa



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SMOKE LAB EVENTS

Pune

Smoke lab bar brought a bottle of Smoke lab Saffron at
Generation Speed Event Amby Valley



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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 Unit and corporate level.

Mr. Ashok Jain, Chairman of NV Group. He loves music. Born on **2nd of February.**



Mr. Shivam Tyagi, Asst. Manager - Accounts is based at NV Corporate office, New Delhi. He loves playing cricket. Born on the **16th of February.**

Mr. Gaurav Garg, GM - Finance & Accounts is based at NV Corporate office, New Delhi. He likes watching cricket and playing chess. Born on the **17th of February.**



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Mr. Pranav Kumar Sharma, Sr. Executive - Commercial is based at NV Corporate office, New Delhi. He likes playing video games and cricket. Born on the **22nd of February**.



Mr. Piyush Sharma, Deputy Manager - Key Account is based at NV Corporate office, New Delhi. He loves watching movies. Born on the **24th of February**.

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NEW MEMBERS OF NV FAMILY

Mr. Davinder has Joined us as “Senior Manager – F&A” in NV Distilleries Pvt. Ltd. based at Badholi Plant.

He will be responsible for Accounts operations of NVDPL Badholi Plant.

Mr. Davinder has got 16 Years of rich experience in Finance & Accounts Deptt. with well-known Manufacturing Industries. He started his career with M/s. Tinna Overseas Ltd. Thereafter, he worked with M/s Duraflex Services & Constriction Technologies Ltd. & Meh India Overseas Pvt. Ltd. His last stint was with the M/s Continental Furniture Pvt. Ltd., where he worked as Sr. Manager - Account.

He has done B.Com from Guru Nanak Khalsa College, Kurukshetra University, Haryana.

He will be reporting to Mr. Ajay Dubey, “General Manager – F&A”.

His official email-id is davinder@nvgroup.co.in.



Mr. Deepak Kumar Sharma has Joined us as “Assistant Manager – HR” in NV Distilleries Pvt. Ltd. based at Badholi Plant.

He will be responsible for HR operations of NVDPL Badholi Plant.

Mr. Deepak has got 13 Years of experience in Human Resource Deptt. with well known Manufacturing Industries. He started his career with M/s. Cello Houseware Pvt. Ltd. Thereafter, he worked with M/s Pragati Paper Industries Ltd. His last stint was with the M/s Oasis group of Companies, where he worked as Senior Executive – HR & Admin.

He has done MBA from Dr. Abdul Kalam Technical University, Lucknow (UP).

He will be reporting to Mr. Sanjay Kumar Shukla, “Vice President – HR & Admin”. His official email-id is deepakkumar@nvgroup.co.in

Mr. Jaswinder Singh Grewal has Joined us as “Executive Vice President – Manufacturing (Unit Head)” in NV Distilleries & Breweries Pvt. Ltd. based at Rajpura Unit.

He will be responsible for overall operations of Rajpura Unit.

Mr. J.S. Grewal has got 32 years of rich experience in complete handling & commanding of Plant operations with well known Manufacturing Industries. He started his career with M/s. Surya Electro Controls. Thereafter, he worked with M/s Rai Agro Industries Ltd., Pioneer Industries Ltd., Food & Biotech Engineers(I) Pvt. Ltd., Rana Sugar Ltd., Prophex Bioproducts Ltd., Malbros International Pvt. Ltd., Nahar Industries Ltd. A.B. Grain Spirits Ltd., & Pancarbo Green Fuels Ltd. His last stint was with the M/s Shree Katayani Metal Pvt. Ltd., where he worked as Executive Vice President (Unit Head).

He has done Diploma in Engineering from Guru Nanak Dev Engineering College, Ludhiana (Punjab).

He will be reporting to Hon'ble Chairman. His official email-id is prplanthead@nvgroup.co.in



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.