

**Department of Management Studies**

## **INDUSTRIAL VISIT REPORT**

**Title of the Activity:** Industrial Visit to Hindustan Coca-Cola Beverages: A Study on Beverage Manufacturing and Supply Chain Operations

**Date and Venue:** 24.03.2025 - Hindustan Coca-Cola Beverages, Srikalahasti, Andhra Pradesh

**Organized by:** Department of Management Studies

**Participants:** MBA 1st Year and 2nd Year Students

**Faculty In-charge:** Dr Jyoshna .C, Dr H. Viswa Kiran, Ms .P. Akshada

### **Introduction & Objectives**

The industrial visit to Hindustan Coca-Cola Beverages, Srikalahasti, was organized as an experiential learning activity for MBA students. The visit aimed to bridge the gap between theoretical knowledge and real-world industrial practices by exposing students to large-scale manufacturing operations of a leading FMCG company.

#### **Objectives:**

- To understand the end-to-end beverage production process
- To study operations management and quality control systems
- To analyse supply chain and logistics practices
- To gain exposure to corporate strategies and brand management
- To relate classroom concepts with industrial applications

### **Description of the Activity**

The visit began with an **induction session** conducted by the plant officials, where students were introduced to the history, growth, and global presence of Coca-Cola. The session also covered corporate values, sustainability initiatives, and market positioning strategies.

Following the induction, students were taken on a **comprehensive plant tour**, where they observed various stages of the production process:

- **Water Treatment:** Multi-stage purification ensuring high-quality standards
- **Bottle Manufacturing:** PET bottles produced using blow-moulding technology
- **Filling and Carbonation:** Automated high-speed filling systems maintaining product consistency
- **Capping and Labelling:** Precision-based sealing and branding processes
- **Packaging and Warehousing:** Shrink-wrapping, palletizing, and storage using advanced systems

Students also visited the **Quality Control Laboratory**, where strict testing procedures were followed to maintain product safety and standards.

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(AUTONOMOUS)

The interaction with plant managers and technical staff provided valuable insights into real-time decision-making, operational efficiency, and industrial safety practices.

**Learning Outcomes & Conclusion**

**Learning Outcomes:**

- Gained practical knowledge of FMCG manufacturing processes
- Understood the importance of quality control and safety standards
- Learned about supply chain management and logistics operations
- Developed insights into corporate strategy and brand positioning
- Enhanced analytical and observational skills

**Conclusion:**

The industrial visit was highly informative and successful in achieving its objectives. It provided students with a comprehensive understanding of how a large-scale manufacturing unit operates efficiently. The visit enriched students' academic learning by connecting theoretical concepts with real-world applications and enhanced their readiness for future managerial roles.



**From Theory to Practice: Industrial Visit to Hindustan Coca-Cola Beverages on FMCG Operations and Supply Chain Excellence**

**HoD/MBA**