



# RUKMINI DEVI

## Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A+' Grade (2nd Cycle)
- Category 'A+' Institution by SFRC, Govt of NCT of Delhi.
- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



An ISO 9001 : 2015  
Certified Institute

# DOSSIER

*On*

## Industry Visit to Moon Beverages for MBA Students

### Training and Placement Department, RDIAS

*On*

### October 12 , 2018



| S.NO. | Particulars                                   | Pg.No. |
|-------|---|--------|
| 1.    | <b>Form-A</b> : Proposal to organize an event | 3      |
| 2.    | <b>Form B</b> :                               |        |
|       | Part I - Aim of the event                     | 4      |
|       | Part II - Abstract                            | 4-5    |
|       | Part III - Conclusion                         | 6      |

**Ms. Bushra**

Asst. Professor, RDIAS

**Prof.(Dr.)Raman Garg**

Director, RDIAS

## FORM A

### Proposal :

- **Name Of the event to be organized** : Industry Visit to Moon Beverages for MBA Students
- **Date** : October 12 , 2018
- **Time** : 12:00 PM- 06:00 PM
- **Venue** : MOON BEVERAGES
- **Organized By**: Training and Placement Department, RDIAS
- **Motivation for the activity** : Motivation behind arranging industrial visit is to provide practical exposure to a student which has its own importance for the students which are pursuing professional degrees. Industrial visits provide various benefits in their kitty like meeting company people, exploring product and process layout of products and services being offered by company. In a classroom, a student may not get real life experience therefore industrial visits acts as catalyst for the students for further enhancing their skills, knowledge and abilities. It also helps the students to get the overview about company overview and procedures.

## **Form B**

### **Part 1**

#### **Aim of the event :**

The visit was aimed to understand the beverages manufacturing process in Moon Beverages. The visit was also aimed at getting an idea about how ingredients are converted into a product and how a company is able to manage both demand and supply. Industrial visit provides the platform to students where they can enter into the organizational world, to interact with company officials, to know more about internal environment of Beverage Industry. Because of this visit students were also able to understand how Moon beverages handles contingent situations like machinery breakdown, issues on some particular news etc.

### **Part 2**

#### **Abstract :**

Abstract: Moon Beverages started with manufacturing of soft drinks THUMBS UP, LIMCA, MAAZA, RIMZHIM, BISLERI, SODA GOLD SPOT under arrangement with Parle. However in 1994 the company became the authorized bottler of Coca Cola Atlanta, USA and started manufacturing and distribution of Coca Cola, Limca, Sprit, Maaza, Thums UP, Fanta. Plant Details: Line Capacities: 600 BPM RGB Line + 240 BPM (Juice) & 240 BPM (600 ml) or 150 BPM 2 Ltrs + 70BPM(2.0Lt.) PET Line, Canister Filling 18 Ltrs and Tetra pack line. Products: Coke, Fanta, Limca, Sprite, Thums Up, Kinley Soda, Maaza, RimZim. Pack Size: 200ml, 250ml, 300ml, RGB\*\* & 300ml, 600ml, 1250ml, 2.0 Ltr PET, Tetrapack 125 ml & Canister 18 Ltrs Number of Associates: 200(Regular Rolls) and 300(Casual) 5 \*BPM- Bottles Per Minute \*\* RGB-Returnable Glass Bottles 2: Details about the Visit: Industrial Visit to Moon Beverages was for the students of MBA I semester students who were new to company culture and functioning. First they gave us the brief about the company which included the size, annual turnover, packing quantity. Then they showed us a documentary on coca cola . The documentary gave a rough idea about the production process. We also came to know that coca cola has secret ingredient. Only 2 persons know about that ingredient and they hire illiterate labour in some processes to keep that secret secure. After the completion of video they divided us in group of 8 and every group was assigned a guide. First we made to the production part and seen that through glass because of the hygiene factor. After that we visited packaging and storage department. The guide side by side took all our queries. After the factory tour got completed we were served coca cola and remaining queries of the students were being resolved.

### **Part 3**

#### **Conclusion**

Indeed it was a great experience. Students were very happy as whatever query they was wonderfully resolved by the concerned person. The misconceptions of the students regarding the product were also clarified.

## SnapShot



Students attending the session at Moon Beverages