



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

NOTICE



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Knowledge Park-II, Greater Noida (U.P.)

Date: 19-06-2024

NOTICE

Corporate Relations Department (CRD), is organizing an Industrial Visit to Moon Beveragers (Authorized Bottler of the COCA-COLA COMPANY) for MBA Students to enhance learning and understanding of COCA COLA manufacturing and overall operations.


Date: 20th June 2024

Time: 10:00 AM

Activity Coordinator: Dr Ashutosh Gaur

Venue: 2B, 1, Udyog Kendra2, Ecotech 3 Greater Noida

Beneficiaries: MBA Students


Dr. Ruchika Gupta
Director, MIMT

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IQAC Director

HOD/Coordinator

Faculty Members

Notice Board

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Digital Banner



Corporate Relations Department Organizing Industrial Visit to Moon Beverages (Authorized Bottler of the COCA-COLA COMPANY)



AUTHORISED BOTTLER OF
THE COCA-COLA COMPANY

Date : 20th June 2024

Time : 10:00 am Onwards

Venue: 2B, 1, Udyog Kendra 2,
Ecotech III, Greater Noida

Activity In charge:

Dr. Ashutosh Gaur

Associate Professor

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Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India

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Report	
Name of Activity	Industrial Visit to Moon Beverages
Date	20 st June 2024
Venue	Moon Beverages (Authorized Bottler of the COCA - COLA COMPANY)
Organized by	Corporate Relations Department Team
No. of Students	38
Activity In charge	Dr Ashutosh Gaur
Objectives	<p>Objectives of the Industrial Visit</p> <p>The objectives of the industrial visit to Coca-Cola are as follows:</p> <ul style="list-style-type: none">- To gain a comprehensive understanding of Coca-Cola's entire production process. This includes the procurement of raw materials, the bottling of the final product and the implementation of quality control methods.- To explore Coca-Cola's marketing strategies, which encompass product development, pricing tactics, distribution methods and promotional efforts. These strategies have been instrumental in establishing Coca-Cola's global brand success. <p>Topics of the Industrial Visit</p> <p>The industrial visit has covered the following topics:</p> <ul style="list-style-type: none">- History of Coca-Cola: An exploration of the company's historical background and its evolution over the years.- Types of Coca-Cola Products: A detailed overview of the various products offered by Coca-Cola.- Coca-Cola Brand and Values: An examination of the



	<p>brand's core values and how they shape its identity.</p> <ul style="list-style-type: none">- Coca-Cola Culture: Insights into the corporate culture within Coca-Cola and how it influences operations.- The Coca-Cola Way of Doing Business: A study of Coca-Cola's business practices and operational methodologies.
Content	<p>Industrial Visit to Moon Beverages: An Experiential Learning Opportunity for MBA Students</p> <p>As part of an experiential learning program organized by the CRD team, first-year MBA students from Mangalmai Institute of Management & Technology recently visited Moon Beverages, an authorized bottler of Coca-Cola in Greater Noida.</p> <p>The visit provided students with the opportunity to gain comprehensive knowledge about the Coca-Cola manufacturing process and supply chain management, as well as the company's marketing and branding strategies. Additionally, the students explored potential career opportunities at Coca-Cola and established professional connections with the company's employees.</p> <p>The tour began at the Coca-Cola Happiness Factory (Museum), where students learned about the history of the world's most renowned beverage brand. They viewed previously unseen artifacts and gained exclusive insights into the bottling process. They also experienced the Coca-Cola movie and enjoyed refreshments at the Taste It! beverage bar.</p> <p>Following this, the students visited the Coca-Cola manufacturing plant, where they observed the intricate production process of</p>



Coca-Cola products. They learned about the various stages of the manufacturing process, from the procurement of raw materials to the bottling and packaging of the final products. They also gained an understanding of the quality control protocols in place to ensure Coca-Cola products meet the highest standards.

Ms. Richa, a member of Coca-Cola's marketing team, facilitated the visit. She provided the students with information about the company's corporate social responsibility initiatives. The students also had the opportunity to inquire about potential job opportunities with Coca-Cola.

The visit to Moon Beverages proved to be an exceptionally informative educational experience for the first-year MBA students. They gained valuable insights into the operations of the Coca-Cola company and the beverage industry. Furthermore, they enhanced their professional networking skills and learned about various career paths available to them.

Advantages of Experiential Learning

Experiential learning is a dynamic and hands-on approach that allows students to gain practical knowledge and skills through participation in real-world projects and activities. This approach is invaluable for students as it enhances their abilities and prepares them for future professional endeavors.

During their visit to Moon Beverages, the MBA students received firsthand experience and insights into the Coca-Cola business and the beverage industry. They observed the manufacturing process of Coca-Cola products, learned about the company's marketing and branding strategies, and explored potential career



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	<p>opportunities.</p> <p>Experiential learning empowers students to:</p> <ul style="list-style-type: none">- Develop a deeper understanding of the course material.- Enhance their capacity for critical thinking and problem-solving.
OutcomeofActivity	<ul style="list-style-type: none">- Enhanced comprehension of Coca-Cola's production process and supply chain management.- Improved understanding of Coca-Cola's marketing and branding strategies.



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Highlights of the visit



Pic 1: Dr Ashutosh Gaur with MBA students



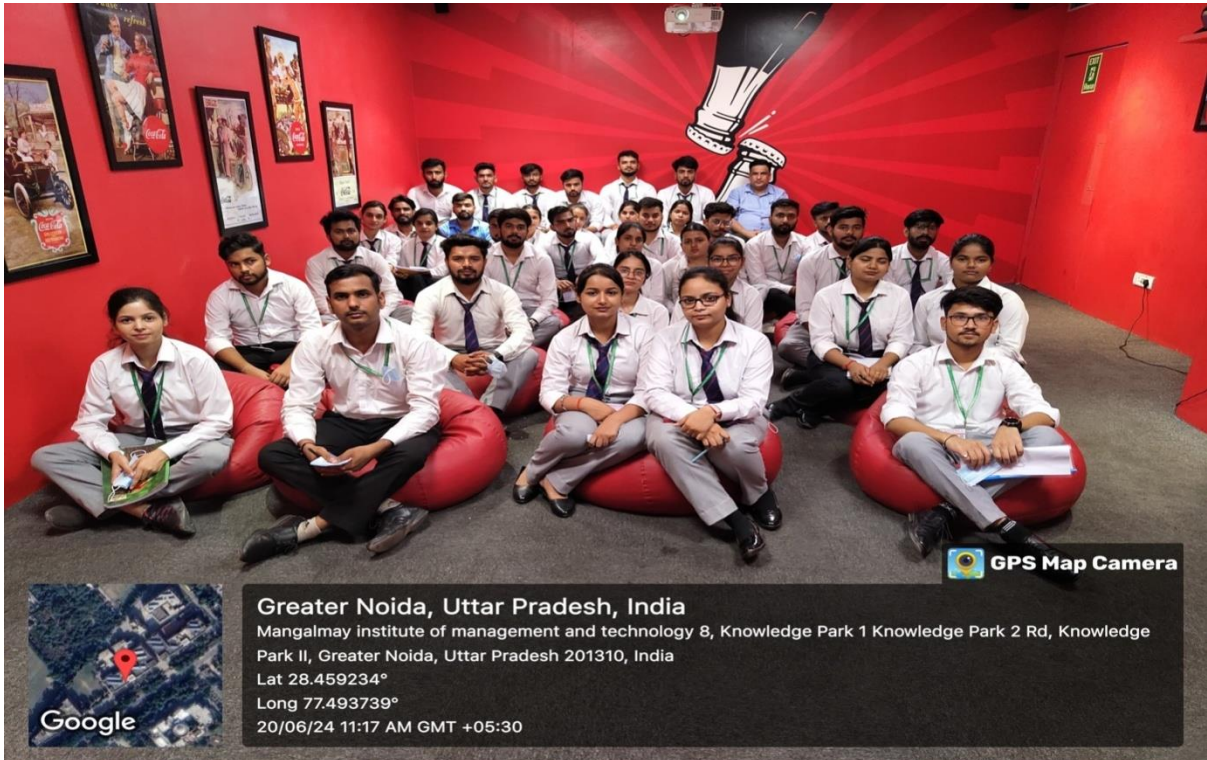
Pic2 : Dr Ashutosh Gaur with MBA Students at Coca-Cola Happiness Factory (Museum)



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Pic3 : Dr Ashutosh Gaur with MBA students at Coca-Cola factory



Pic4 : Briefing about Coca-Cola history and the factory operation




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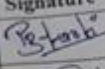

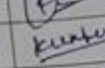
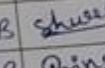
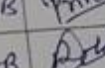
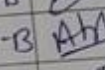
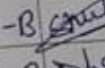
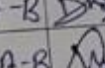
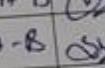
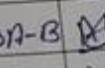
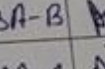
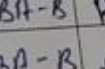
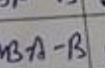
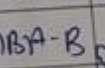
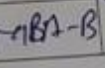


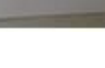

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List of Beneficiaries

Date: 20/06/24

Name of the Activity: Industrial Visit

Activity Incharge/Coordinator: Dr. Ashutosh Gaur

S. No.	Name	Class/Sec	Signature
1.	Priya Bhatti	MBA-B	
2.	Tarisha Gupta	MBA-B	
3.	Pragya	MBA-B	
4.	Funikum	MBA-B	
5.	Shweta	MBA-B	
6.	Prince Kumar	MBA-B	
7.	Abhishek Gaur	MBA-B	
8.	Abhi Saxena	MBA-B	
9.	Shubham	MBA-B	
10.	Dharamveer	MBA-B	
11.	Vikesh	MBA-B	
12.	Sunali	MBA-B	
13.	Aaditya Singh	MBA-B	
14.	Ankit Singh	MBA-B	
15.	Anubhav Teatia	MBA-B	
16.	Mareen	MBA-B	
17.	Nikhil	MBA-B	
18.	Sachin Kumar Verma	MBA-B	
19.	Shirshi	MBA-B	



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VISIT US AT: www.mimt.org email: info@mangalmay.org



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Date: 20/06/24

Name of the Activity: Industrial Visit

Activity Incharge/Coordinator: Dr. Achutosh Gaur

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21	Samath Singh	MBA-B	
22	Sunit Vishwakarma	MBA-B	
23	Sueha Sharma	MBA-B	
24	Deepak Singh	MBA-B	
25	Aakansha	MBA-B	
26	Hema	MBA-B	
27	Rajneesh	MBA-B	
28	Bubly	MBA-B	
29	Shreya Ranjan	MBA-B	
30	Anchal Srivastava	MBA-B	
31	Lucky	MBA-B	
32	Aditi Tyagi	MBA-B	
33	Kalyan	MBA-B	
34	Abhishek Sharma	MBA-B	
35	Divya Tiwari	MBA-B	
36	Anil Gaur	MBA-B	
37	Aditya	MBA-B	
38	Anurag	MBA-B	