

Keshav Memorial Institute of Commerce & Sciences

Narayanaguda, Hyderabad – 500 029

Department of Business Management - BBA

Report on Industrial Visit

Industry: Hindustan Coca-Cola Beverages Limited, Ameenpur Unit, Hyderabad

Date: 20.02.2024

No. of Students: 72

No of Faculty: 02

Objectives: To Provide students an exposure about the internal working environment

Need: Aim to go beyond academics, industrial visits provide practical exposure about the functioning of various processes within an organization

Outcomes: The Industrial Visit helped us to bridge the gap between academics and industry. Students could witness live work of manufacturing company. Students were explained the entire process of manufacturing of beverages made. Hindustan industrial employee Surya Narayana Raju explained students the success and growth story of the company. Students were explained the manufacturing process of Coca Cola, Thumps up, and other products of the industry. Students gained firsthand information about the manufacturing process right from raw materials, machine handling, quality check, testing of final product. Supply Chain process, distribution channels, etc., of the industry were explained to the students, which helped them to create a link between what they study in books with its practical implementation.

Glimpses of the Visit







