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INDUSTRIAL VISIT



**MOON BEVERAGES
LIMITED**

AUTHORISED BOTTLER OF THE COCA-COLA COMPANY

for the MBA students

Date: 25th April, 2025
at Greater Noida



INTEGRATED ACADEMY OF MANAGEMENT AND TECHNOLOGY

Delhi-Meerut Expressway (NH-9, Exit 4) Adjoining Dasma Flyover, Udyog Kunj, Ghaziabad-201015

One-Day Industrial Visit

A batch of 50 students from **MBA 2nd Semester** and **BBA 6th Semester**, accompanied by faculty members **Ms. Shrishty Choudhary** and **Ms. Onima Ranjan**, visited the production and packaging facility of **Moon Beverages Ltd. (Coca-Cola Plant)** in Greater Noida on 25th April 2025.

Purpose of the Visit:

- To help students gain **corporate exposure**.
- To provide insights into the **production process** of Coca-Cola.
- To bridge the gap between **classroom learning and practical experience**.
- To promote **corporate grooming** among students.
- To facilitate **network building** for future career opportunities.
- To expose students to the **realities of the industrial environment**.

Visit Overview:

- **Inmantec Institutions** organized this educational industrial visit to Moon Beverages Ltd. for MBA and BBA students.
- The objective was to enable students to observe real-time industrial operations and understand how theoretical concepts are applied in practice.
- Upon arrival, students were welcomed and guided to the **seminar room**, where a **Marketing Executive** gave a brief presentation about the company's history, global presence, distribution channels, turnover, and R&D strengths.
- A detailed **PowerPoint presentation** covered Coca-Cola's history, innovations, and evolution as a brand.
- Faculty members **Ms. Shrishty Choudhary** and **Ms. Onima Ranjan** interacted with students, addressing their queries related to the development and transformation of Coca-Cola over the years.
- The students then visited the **production unit**, observing every stage of the process — from **syrup mixing to bottling, shrink-wrapping, and final packaging**.
- A visit to the **Coca-Cola Museum** followed, where **Ms. Samarpreet Kaur** provided a detailed account of the company's iconic products and historical milestones.
- In the **entertainment area**, students engaged in fun activities including **gaming, singing, and photography**, making the visit more memorable.
- All student queries were patiently and thoroughly addressed by **Ms. Shrishty Choudhary** and **Ms. Onima Ranjan**, ensuring a rich learning experience.
- Finally, a **quiz session** was organized. The winners were rewarded by the quiz organizers — **Ms. Shrishty Choudhary** and **Ms. Onima Ranjan**.

Outcome of the Visit

- Students gained insights into the operations and production processes at Moon Beverages.

- They experienced a real-time understanding of the current industrial scenario.
- Students received firsthand information about the functioning of the company.
- They learned about corporate culture and professional mannerisms.
- The visit also provided a platform for students to enhance their interpersonal skills.

Conclusion:

The industrial visit to **Moon Beverages Ltd.** was an **insightful, interactive, and enriching experience** for the students. It successfully merged academic knowledge with industry practices and offered a valuable exposure to real-world corporate functioning. The students not only learned about Coca-Cola's operations but also enjoyed the opportunity for personal interaction and professional development. This experience will certainly leave a lasting impression on their academic and career journey.

