

# INDUSTRIAL VISIT TO COCA-COLA HAPPINESS FACTORY 27<sup>TH</sup> MARCH 2025 (THURSDAY)



On 27<sup>th</sup> March 2025, GIBS organized an Industrial Visit to Moon Beverages Ltd, a Coca-Cola bottling plant located in Greater Noida. The objective of this industrial visit was to understand the manufacturing process, quality control measures, sustainability initiatives, and supply chain management of Coca-Cola products. The visit provided valuable insights into the operations of a large-scale beverage production facility.

The visit began with an introductory session, where the company representatives briefed us about the history, operations, and technological advancements of the plant. They explained the significance of automation, hygiene and quality control in the beverage industry. We then proceeded to tour the factory, where we observed various production stages, including water purification, ingredient mixing, carbonation, bottling, and packaging. The use of automated machinery and robotic arms ensured a smooth and efficient production process.

One of the key highlights of the visit was understanding the stringent quality control measures implemented at every stage. The plant follows rigorous testing protocols, including raw material testing, in-line inspections, and final product assessment, ensuring compliance with global food safety standards. Additionally, we learned about the company's commitment to sustainability through eco-friendly practices such as water recycling, energy-efficient production, and the use of recycled PET bottles.

The logistics and supply chain management aspect of Coca-Cola's distribution was also discussed. The company efficiently manages cold storage, warehousing, and transportation to ensure timely product delivery across various markets. This session provided a practical understanding of how large-scale beverage companies handle distribution and inventory management.

## FLYER OF THE EVENT



<b>TYPE OF EVENT</b>	Industrial Visit.
<b>VENUE</b>	Moon Beverages Ltd 2B/1 Ecotech-3 Gate no 1 Udhyog Kendra, Greater Noida
<b>TIME &amp; DURATION</b>	12:30 PM to 1:30 PM.
<b>CONDUCTED BY</b>	IIPC
<b>ORGANISED FOR</b>	MBA (Semester-4) and MBA-IB (Semester-2)
<b>NAME OF THE COORDINATORS</b>	Dr. Davinder Walia and Dr. Dipti Jain.
<b>NAME OF THE RESOURCE PERSON</b>	Ms, Ritu Gupta, Manager, Moon Beverages Ltd.
<b>ATTENDENCE</b>	43



<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"><li>1. To understand the complete manufacturing process of Coca-Cola beverages, including water purification, mixing, carbonation, and bottling.</li><li>2. To gain insights into the quality control measures and hygiene standards followed in the beverage industry.</li><li>3. To explore the company's sustainability initiatives, including waste management and energy-efficient production techniques.</li><li>4. To learn about the supply chain management and distribution network of Coca-Cola products.</li></ol>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"><li>1. Gained practical knowledge of the beverage manufacturing process and the role of automation in ensuring efficiency.</li><li>2. Understood the importance of stringent quality control measures and global hygiene standards in the food and beverage industry.</li><li>3. Learned about sustainability practices adopted by industries to reduce environmental impact and promote eco-friendly packaging.</li><li>4. Developed an understanding of supply chain logistics, including warehousing, cold storage, and distribution channels.</li></ol>
<b>SHORTFALLS, IF ANY</b>	NA
<b>ONLINE VIDEO LINK, IF ANY</b>	NA

**PREPARED & SUBMITTED BY: DR. DAVINDER WALIA, ASSOCIATE PROFESSOR, CMS.**