



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA Tel. Office:

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Monday, March 12, 2025

REPORT- INDUSTRIAL VISIT

Academic Year 2024-25

Event Title: Coca-Cola Industrial Visit

Organizing Unit: Department of Business Administration

Event Coordinators: Dr. Shikha Sharma, Mr. Ayush Goel & Dr. Tanu Aggarwal

Event Date: March 11, 2025

Event Location: Coca-Cola Happiness Factory, 2B/1, Ecotech-3, Gate No.1, Udyog Kendra, Greater Noida, Opposite New Holland Gautam Budh Nagar-201308

Total Participants: 41 BBA Students

Event Overview

Department of Business Administration organized an industrial visit to Coca-Cola Happiness factory, Moon Beverages on March 11, 2025. It was an insightful and valuable learning experience for the students. A total of 41 second year BBA students participated in the visit.

Introduction to Coca Cola Happiness Factory

The Coca-Cola Company is an American multinational corporation founded in 1892. The Coca-Cola Company is into making varieties of beverages which include carbonated drinks and juices, such as Coca-Cola, Coke, ThumsUp, Sprite, Limca, Maaza, Fanta, Diet Coke and many more. More than 2.1 billion servings of drinks are enjoyed in more than 200 countries each day. 700,000 individuals and 225+ bottling partners are employed by The Coca-Cola Company, which helps to deliver refreshment across the globe.

Purpose of the Visit

The primary objectives of this visit were:

- To understand the production and quality control processes of a globally recognized brand.
- To gain insights into supply chain logistics and operational efficiency.



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- To observe and learn about marketing and branding strategies in practice.
- To bridge the gap between academic Knowledge and industry practices.

Key Highlights

The visit to Coca Cola was marked by several educational highlights, including:

At Happiness Factory, the industrial visit was conducted by Mr. Saurabh Singh, Marketing Management Coca-Cola Happiness Factory, Greater Noida. Overall, four sessions were conducted in which the session began with introduction of various products and Brands of Coca Cola which was followed by an introductory video of 5-7 minutes. Students were enlightened regarding the history of Coca Cola, the founder of Coca Cola, origin of its brands, various brand acquisitions and its journey in international markets. After which, students got the opportunity to get the explicit information and touring of the production of Maza and Predator which they produce in that factory. The last session was the concluding session which was about Corporate Social responsibility that the company has been carrying by various social awareness programmes and by helping the country through policies which helped women in getting jobs, securing their lives. Their policies also cover specially challenged children, aspiring sportsperson who have difficulty in representing their country even after having enough talent.

The visit to the Coca-Cola Happiness Factory was a highly informative experience that provided students with valuable insights into the functioning of a multinational company. It reinforced classroom learning with practical knowledge and inspired students to explore various career opportunities in the corporate sector. The visit was a successful initiative, equipping students with industry-relevant exposure and a deeper understanding of business operations.



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Faculty Conveners

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Associate Professor, Department of Business Administration

Mr. Ayush Goyal

Assistant Professor, Department of Business Administration

Dr. Tanu Aggarwal

Assistant Professor, Department of Business Administration