



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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Friday, 11 September, 2025

REPORT- INDUSTRIAL VISIT

Academic Year 2025-2026

Event Title: Coca-Cola Industrial Visit

Organizing Unit: Department of Business Administration

Event Coordinators:

Ms. Meenakshi Gupta, Dr. Anu Bansal, Ms. Nisha Jindal, Dr. Manis Sharma

Event Date: 12 September 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: 53 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

Established in 1892, The Coca-Cola Company is a worldwide corporation based in the United States. Coca-Cola, Coke, ThumsUp, Sprite, Limca, Maaza, Fanta, Diet Coke, and many other carbonated drinks and juices are among the many beverages that the Coca-Cola Company produces. Every day, more than 200 countries consume more than 2.1 billion servings of beverages. With 700,000 employees and more than 225 bottling partners, The Coca-Cola Company contributes to the global supply of beverages.

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:

Mr. Saurabh Singh, Marketing Management, Coca-Cola Happiness Factory, Greater Noida, led the industrial tour at Happiness Factory. Four sessions were held in all, with the first one introducing different Coca-Cola products and brands. This was followed by a five to seven minute introductory film. Students learned about the history of Coca-Cola, its creator, the origins of its brands, its acquisitions, and its international market journey. Students then had the chance to see the Maseven-minuteza and Predator production that was being made in that factory and receive detailed information about it. nation through measures that enabled women to secure employment and improve their quality of life. The final session covered corporate social responsibility, which the corporation has been implementing through a number of social awareness initiatives and by supporting the nation with laws that have helped women secure employment and better their lives.

Students gained important insights into how a multinational corporation operates from their extremely educational tour of the Coca-Cola Happiness Factory. It encouraged students to investigate a range of corporate job options and supported classroom instruction with real-world knowledge. Students gained exposure to the sector and a deeper comprehension of company operations as a result of the successful tour.



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Faculty Conveners

Dr. Shikha Sharma

Associate Professor, Department of Business Administration

Mr. Ayush Goyal

Assistant Professor, Department of Business Administration

Dr. Tanu Aggarwal

Assistant Professor, Department of Business Administration