



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

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DEPARTMENT OF COMMERCE

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Head, Department of Commerce

October 14th, 2025

INDUSTRIAL VISIT TO DABUR INDIA LTD.

Academic Year: 2025-26

Name of Event: Industrial Visit to Dabur India Ltd

Organised by:

Ms Ashima Jindal, Assistant Professor, MAIMS

Dr Pooja Gupta, Assistant Professor, Dept. of Commerce, MAIMS

Date of the Event: 14th October, 2025

Time of the Event: 10:00 AM Onwards

Location: Dabur India Limited, Plot no 22, SITE IV, Sahibabad Industrial Area, Ghaziabad -
UP- 201010

Number of Students participated: 48

Objectives of the Visit:

- To provide practical exposure to FMCG manufacturing and packaging processes
- To bridge the gap between theoretical business concepts and real-world industry practices.
- To gain insights into Dabur's corporate culture, sustainability initiatives, and market positioning strategies.

- To understand the integration of production, quality control, and supply chain management in the FMCG sector.
- To observe strategic operations that drive consumer product innovation

The Department of Commerce organized an insightful and educational industrial visit to Dabur India Ltd. on 3rd October, 2025, one of India's leading FMCG (Fast-Moving Consumer Goods) companies. The visit was curated with the aim of bridging the gap between theoretical learning and real-world application by providing students with exposure to production workflow, quality control, packaging, safety systems, and environmental management. The experience enhanced the students' understanding of how large-scale consumer products are produced, tested and dispatched while meeting regulatory and quality requirements.

Dabur was founded in 1884 by Dr. S.K. Burman. Known as the "Science-based Ayurveda company," Dabur combines traditional Ayurvedic knowledge with modern science to create a wide range of products. Its portfolio includes healthcare, personal care, home care, and food & beverages. Some of its most popular brands are Dabur Chyawanprash, Dabur Honey, Real Juices, Vatika, Hajmola, and Dabur Red Paste. With a presence in over 120 countries, Dabur has become a global name in natural healthcare and wellness, maintaining its philosophy of bringing the goodness of nature to people's lives.

The visit commenced with the students gathering in the presentation room, where they were introduced to the history and origin of Dabur through an informative session. The presentation covered how Dabur came into being, its journey as an Ayurvedic company, and how it grew into one of India's most trusted brands. The factory visited by the students was the first branch set up outside Kolkata around 50 years ago, marking an important milestone in Dabur's expansion journey. The students were also provided with Dabur Real Juice and other refreshments.

The most engaging part of the visit was the guided tour of the factory units. Students were given an opportunity to observe the manufacturing process of Ayurvedic and medicinal pills. Students witnessed the step-by-step procedure, beginning from pressing the formulations into tablet form, followed by the coating process to ensure quality, and finally the packaging of the pills in a hygienic and systematic manner. In addition, the visit included exploring the oil manufacturing and storage units, where the extraction, refinement, and preservation of oils were explained. The industrial visit proved to be a valuable learning opportunity for the

students. It exposed the students to the extensive and evolving world of Ayurvedic consumer products and helped them understand how Dabur is capitalizing on innovation, quality control, and consumer awareness to strengthen its position in the Indian market. Towards the end, the factory extended warm hospitality by providing a well-organised lunch for all students. Beyond production, the visit helped students understand how a large organization like Dabur integrates traditional Ayurvedic knowledge with modern technology, creating a balance between heritage and innovation.

Overall, the industrial visit was extremely helpful and educational. It not only enhanced the students' knowledge about Dabur's heritage and operations but also allowed them to witness real-world applications of business and production processes, making it a valuable learning experience for all.

The credit for this initiative goes to Prof. (Dr.) Manju Gupta, Head, the Department of Commerce, who worked under the able guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Their constant support and encouragement helped in the successful accomplishment of this visit.

Here are a few glimpses of the visit:



Students in the presentation room with the unit head.



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Ghaziabad, Uttar Pradesh 201010, India
Lat 28.64837° Long 77.331329°
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GPS Map Camera

Students understanding the storage of the oils manufactured.



Ghaziabad, Uttar Pradesh, India 🇮🇳
50, Maharajpur, Sahibabad Industrial Area Site 4, Sahibabad, Ghaziabad, Uttar
Pradesh 201010, India
Lat 28.64707° Long 77.330689°
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GPS Map Camera

Students after an enlightening and insightful visit