



Maharaja Agrasen Institute of Management Studies

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Date: 6th October 2025

Department of Economics

REPORT - INDUSTRIAL VISIT TO YAKULT DANONE INDIA PVT. LTD.

Event Title: Yakult Industrial Visit

Organising Unit: Training & Placement Cell, Department of Economics

Institution Head: Prof. (Dr.) Rajni Malhotra Dhingra

Program Head: Dr. Gaurav Aggarwal [Head of Department]

Faculty Coordinator/ Convener: Ms. Kamna Vaid, Training & Placement Officer

Venue: Yakult, Food Park, Sector 38, Sonipat, Haryana

Total No. of Participants: 30

An Industrial visit was organized by Maharaja Agrasen Institute of Management Studies (MAIMS) to Yakult Danone India Pvt. Ltd., where students got the opportunity to observe the production process of the globally renowned probiotic drink, Yakult. The visit was coordinated by the Training and Placement Cell of the institute.

A group of students visited Yakult Danone India Pvt. Ltd. to understand the complete manufacturing process of the probiotic drink Yakult. The company is a joint venture between Yakult Honsha (Japan) and Danone (France), known worldwide for its unique probiotic strain **Lactobacillus casei Shirota**, which forms the core of its product.

The visit began with an informative introduction by the Yakult team, who explained the concept of probiotics, the scientific background of the Shirota strain, and the brand's journey from Japan to becoming a global health beverage. They also highlighted Yakult's rapid expansion in India, driven by increasing awareness about gut health, immunity, and preventive nutrition. This helped students understand consumer preferences and current market trends in the food and wellness sector.

After the briefing, students were taken on a detailed factory tour. They observed each stage of the manufacturing process, including milk preparation, controlled fermentation, blending, and automated bottling. The team emphasized the importance of strict hygiene standards, sterile production rooms, and continuous quality checks that ensure every bottle meets international safety norms. Students also saw how advanced machinery, robotics, and monitoring systems contribute to consistency and efficiency.

The visit further included an overview of Yakult's distribution and logistics system. Officials explained how the product is transported daily through a well-structured cold-chain network to maintain freshness until it reaches retailers and consumers. Students were also briefed about the role of the **Yakult Ladies**, who personally deliver the product to households while simultaneously creating health awareness—an innovative element of Yakult's sales and marketing strategy.

Towards the end, the Yakult team discussed their sustainability and CSR initiatives, such as energy efficient machinery, reduced plastic usage, water recycling practices, and regular health education programmes for communities. This provided students with a deeper understanding of the company's commitment to environmental responsibility and social welfare.

Overall, the industrial visit offered students valuable insights into **real-world production, quality control, supply chain management, marketing practices, and corporate ethics**. It proved to be an enriching learning experience that helped bridge the gap between theoretical knowledge and practical industry operations.

