



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

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Approved by AICTE, Ministry of HRD , Govt. of India

Department of Management, MBA

Report on

Industrial Visit to Coca Cola

MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
Approved by AICTE & Affiliated to GGSIPU, New Delhi
Plot No. 1, Sector-22, Rohini, Delhi-110086

Industrial Visit to **Coca-Cola**

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February 13, 2026

Organised by
Department of Management (MBA)

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Event: Industrial Visit to Coca-Cola Factory

Date: February 13, 2026, Time: 10:30 AM

Venue: Coca-Cola Factory, 2E, Ecotech III, Greater Noida, Uttar Pradesh

Students: MBA Department

No of students participated: 31

Convener: Dr. Harbhajan Bansal, Dean, Department of Management

Faculty Coordinator: Dr. Sanjeev Kumar, Dr. Rajiv Jain, Dr. Neeru Gupta, Dr. Anju Bharti

Company Profile:-

Coca-Cola is one of the world's leading beverage companies, known for its wide range of refreshing drinks. The company operates globally and follows high standards of quality, safety, and sustainability. The Greater Noida plant is equipped with modern automated machinery and advanced production technology. The company focuses on innovation, strong distribution networks, brand management, and customer satisfaction.

Objective of Visit: -

- To help students connect theoretical business concepts with practical industrial operations.
- To provide practical exposure to manufacturing and production processes.
- To understand supply chain management, marketing strategies, and quality control systems.
- To gain corporate exposure and understand the working environment of a multinational company.
- To observe the packaging, bottling, and distribution process of beverages.

Report of visit:-

The Department of Management organized an industrial visit for MBA students to the Coca-Cola Factory in Greater Noida on **13th February 2026**. The visit began with a warm welcome by HR Manager Ms. Richa Gupta, followed by an introductory presentation about the company's history, global presence, product portfolio, marketing strategies, and sustainability initiatives. During the presentation, students learned about the company's production capacity, automated bottling process, quality control measures, and distribution channels. The plant operates with high standards of hygiene and safety. Advanced machinery ensures minimal human intervention while maintaining efficiency and accuracy.

Students were then taken for a plant tour where they observed the complete process from water treatment, mixing of ingredients, carbonation, bottling, labeling, packaging, and final dispatch. The visit provided valuable insights into operations management, logistics, and brand management practices.

The session concluded with an interactive question-and-answer round with Ms. Richa Gupta and Mr. Saurabh Singh. Students expressed their gratitude to Mr. Saurabh Singh and Ms. Richa Gupta for organizing the visit and appreciated the Coca-Cola team for their hospitality and informative session.

Learning Outcomes:-

- Students gained practical exposure to production and operations management.
- Students understood real-time industrial processes and automation systems.
- Students learned about corporate culture and professional work ethics.
- Students enhanced their knowledge about marketing and supply chain management.

