

Fw: Permission for Industrial visit on 23rd March @ 2 PM

Sarathi Prasad Gouda <director.placement@invertis.org>

Thu 11/2/2023 10:47 AM

To: Sanjana Agarwal <sanjana.a@invertis.org>

Regards,

<p>SARATHI GOUDA Director - Corporate Relations</p> <p>+91-72170-11230</p> <p>Phones: (+91 581) 2460442, 2640443 (Ext. 110), Telefax: (+91 581) 2460454 Invertis Village, Bly-Lko, National Highway, N.H.-24, Bareilly (U.P.) www.invertisuniversity.ac.in</p>	 INVERTIS UNIVERSITY BAREILLY
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From: Saurabh Singh <saurabh.cocacola112@gmail.com>
Sent: Wednesday, March 1, 2023 1:03 PM
To: Sarathi Prasad Gouda <director.placement@invertis.org>
Subject: Re: Permission for Industrial visit on 23rd March @ 2 PM

Hello,

As per the request, I am scheduling the industrial visit for the students of Invertis University, Bareilly on 23rd of March 2023 at Coca-Cola Happiness Factory for a maximum of 60 students with faculty members in a day. Reporting timing will be 02:00 p.m.

Students have to be in formals/uniforms/smart casuals with identity cards. Please give instructions to students that they have to maintain discipline and decorum throughout the visit. Everyone needs to cover their faces with a face mask. Kindly ask students not to carry their bag packs along with themselves.

Important note for covid-19 protocols :- Kindly bring a letter at the time of your visit on college letterhead with the mentioned details like- "All the students and faculty members who are going to visit Coca-Cola Happiness factory industrial tour on so and so date are fully vaccinated. And also attach students details like Name, contact number, email address and course.

Thanks and regards,

Saurabh Singh

Marketing manager- Coca-Cola Happiness Factory

Contact- 8802240258

Address- Moon Beverages Ltd. (Coca-Cola plant)

2B/1, Ecotech-3, Udhog Kendra, Greater Noida, U.P -201308

FOR GPS LOCATION- Coca-Cola Happiness Factory Moon beverages Ltd. Greater Noida

Registrar
Invertis University
Bareilly

On Wed, Mar 1, 2023 at 12:38 PM Sarathi Prasad Gouda <director.placement@invertis.org> wrote:
 Dear Mr.Saurabh,

I hereby write this letter on behalf of the Corporate resource Center in Invertis University. I wish to request permission to conduct an industry visits in your company Coca Cola Happiness Factory on 23rd March 2023 (Physical visit) for MBA 1st year 60 students with two faculty Members.

Director Corporate Relations
Invertis University
Bareilly

Invertis University is one of the most professionally sought-after academic institutes in the country, established in the year 1998, Invertis University stands tall as a conglomerate of nine institutes. **The University campus spreads over 50 acres having more than 6000 students.** It has carved a niche for itself in the academic circles as a premier institute with an intense focus on nurturing technical competence and the holistic development of its students. It is prudent to highlight that Invertis University has emerged as one of the biggest private universities in Uttar Pradesh having 15000+ alumni and 5000+ students enrolled for **Ph.D., postgraduate, and undergraduate programs** across a wide spectrum of academic disciplines such as **Engineering (09 branches), Management, Pharmacy, Education, Applied Sciences and Humanities, Journalism and Mass-communication, Fashion designing, Biotech, and Law.**

The group visiting your factory includes 60 MBA first-year students and two faculty members on 23rd March 2023 at 2 PM.

The purpose of this visit is to engage students in practical experience in the Manufacturing processing as this is part of the curriculum. We hope to learn about all the levels of production and the safety measures taken at each stage.

Please get back to us with a response and any requirement needed director.placement@invertis.org , 9891554568 , Kindly grant us permission to conduct an industrial visit to your company.

Regards,

SARATHI GOUDA Director - Corporate Relations	+91-72170-11230	 INVERTIS UNIVERSITY BAREILLY
Phones : (+91 581) 2460442, 2640443 (Ext. 110), Telefax : (+91 581) 2460454 Invertis Village, Bly-Lko, National Highway, N.H.-24, Bareilly (U.P.) www.invertisuniversity.ac.in		


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Director Corporate Relations
Invertis University
Bareilly

INVERTIS UNIVERSITY BAREILLY

Established by Govt. of U.P. u/s 21 of UGC Act, 1956 vide U.P. Act 22 of 2010

Ref. No.: Date: 22/3/23

To,

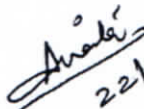
Coca Cola, Happiness factory
Greater Noida


Sub- Industrial Visit on 23 march,2023 Coca Cola, Happiness factory, Greater Noida

Dear Sir,

This is to certify that, all the students and faculty members who are going to visit Coca-Cola Happiness factory industrial tour on 23 march 2023, are fully vaccinated and have not travelled in the last 14 days" and also their names and contact number attached in separate sheets.

Thanking You


22/3/23
Dr. Anshika Tandon
HOD MBA Head
Department of Management (M)
Faculty of Management
Invertis University, Bareilly (UP)


22/3/2023
Dr. Manish Gupta
Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)
Dean Management


Registrar
Invertis University
Bareilly

CAMPUS

Invertis Village, Bareilly-Lucknow National Highway-24, Bareilly (UP)-243 123

• Ph. & Telefax: (0581) 2460442, 2460443, 3390000

• Fax: (0581) 3390233, 2460454 • Email: info@invertis.org

CITY OFFICE:

B-186, Civil Lines, Opp. GPO, Bareilly-243001 • Ph.: (0581) 2429100, 2429000

www.invertisuniversity.ac.in



To,

Parth Gautam, Executive Director,

Invertis University

Dear Sir

As all of us know, we are running an MBA program that is strictly based on practical learning experiences, for which we are planning an industrial visit on March 23, 2023, so that our future management minds will get exposure to the actual workings of an organisation, as per the CFC coordination we finalized, Coca-Cola industry, Greater Noida, UP for our MBA industrial visit, for that we required two buses from the university, and the expenses were paid by the students only; the total expenses for one bus, including TOLL, were 15,000 rupees /Per Bus.

We humbly request that you please allow us a one-day industrial visit as per the requested date.

Thank You!

Yours Sincerely

Dr. Anshu Tandon

HOD- MBA

Invertis University

Bareilly

Student Strength
= 106 - Student

Two buses will be required as total number of students will be approx 100+.

Hence $15,000 \times 2 = 30,000$ Rs

1. 8707 - Shahjampur

2. 8824 - Fatehgunj

Registrar
Invertis University
Bareilly

To,

Director Admin

Invertis University

Respected Sir

As all of us know, we are running an MBA program that is strictly based on practical learning experiences, for which we are planning an industrial visit on March 23, 2023, so that our future management minds will get exposure to the actual workings of an organization, as per the CRC Coordination we finalized, Coca-Cola industry, Greater Noida, UP for our MBA industrial visit, for that we required two busses from the university, and the expenses were paid by the students only; the total expenses for one bus, including TOLL, were 15000 rupees/Per Bus.

We humbly request that you please allow us a one-day industrial visit as per the requested date.

Thank You!

Yours Sincerely

Anshu
22/3/23

HOD-MBA

Invertis University
Bareilly

Two buses will be required
Total number of students will
be 100+

Hence $15,000 \times 2 = 30,000$ Rs

1. ~~8747 - Pilibhit~~
2. ~~8824 - Fatehgarh~~

Parth

Registrar
Invertis University
Bareilly

Good Morning / afternoon Sir / Madam

Thank you for giving me this opportunity to introduce

My name is Sandeep Singh ~~I did my Graduation~~
I am from SPP on the

behalf of brand summit I representing the A.P I did

my Graduation in BBA and I, am currently pursuing

MBA from Invertis University, My strengths are I'm

honest, punctual, self-motivated and hard working

My short-term goal is to get a job in a reputed

Company. I can grow my skill & get knowledge from
exp where



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Invertis University
Bareilly

HOSTLERS

Student Id	Name	Whatsapp No.	Address
MBA2022019	Vikas yadav	7081958729	nilgiri hostel
MBA2022131	nitish pratap singh	8957571463	himgiri
MBA2022101	DeepaK Mandal	8006093228	Hostel
MBA2022130	Sandeep singh	9653001328	himgiri hostel
MBA2022029	Chandrajit Saha	7980175230	shivalik hostel
MBA2022119	Gauri Gupta	8115372969	HOSTEL
MBA2022028	Shibangi Saha	8335977307	Hostel
MBA2022030	Yash Jauhari	8791128368	Hostel
MBA2022020	Ram veer	7668249687	hostel
MBA2022089	Shivansh Singh	8009740884	Hostel
MBA2022035	Saurabh Kumar	6387510896	Hostel
MBA2022034	Avinash Jha	7525013019	HOSTEL
MBA2022104	Minakshi viswas	8218716191	Hostel
MBA2022038	Sandeep singh	9621797131	Hostel
MBA2022007	Shivansh Singh	8009740884	Hostel
MBA2022135	Nitish kumar	8957571463	Hostel
MBA2022003	Priyanshu Rastogi	8960245071	Hostel
MBA2022033	paras tripathi	8630390942	hostel
MBA2022032	mayank yadav	7906076757	hostel
MBA2022012	Akshara Shukla	9793861078	Hostel


 Registrar
 Invertis University
 Bareilly

SECTION A

Student Id	Name	Whatsapp No.	Address	Attendance (M)	Attendance
MBA2022024	SHUBHAM	9068506118	bareilly	P	
MBA2022015	piyush gangwar	7505012085	Baheri	P	
MBA2022019	Vikas yadav	7081958729	nilgiri hostel		
MBA2022009	utkarsh saxena	8006954801	bareilly	P	
MBA2022016	Paridhi Tiwari	9628838072	Bisalpur	P	
MBA2022146	Muskan Mazhar	9259314786	Badaun	P	
MBA2022093	vikas Gangwar	9634666516	Nawabganj	P	
MBA2022092	suneel kumar	8126940713	Nawabganj	P	
MBA2022113	Abhishank Saxena	6396511136	Faridpur	P	
MBA2022109	Anuj yadav	9548547449	bareilly	P	
MBA2022131	nitish pratap singh	8957571463	hingiri	P	
MBA2022037	Payal Gangwar	9720673483	Bareilly	P	
MBA2022101	Deepa Mandal	8006093228	Hostel		
MBA2022130	Sandeep singh	9653001328	hingiri hostel	P	
MBA2022134	RAVI KUMAR SHARMA	lagta nhi h	lal fatah Bareilly	P	
MBA2022145	PRABHAKAR RAI	7457096127	BAREILLY	P	
MBA2022029	Chandrajit Saha	7980175230	shivalik hostel	P	
MBA2022119	Gauri Gupta	8115372969	HOSTEL	P	
MBA2022027	Arjun gangwar	8394959438	Bareilly	P	
MBA2022028	Shibangi Saha	8335977307	Hostel	P	
MBA2022030	Yash Jauhari	8791128368	Hostel	P	
MBA2022020	Ram veer	7668249687	hostel	P	
MBA2022021	Sejal Gupta	7300820957	Bareilly	P	
MBA2022022	Mohd faizan	8173859826	Bareilly	P	
MBA2022089	Shivansh Singh	8009740884	Hostel		
MBA2022031	Govindar	9627471304	BAREILLY	P	
MBA2022035	Saurabh Kumar	6387510896	Hostel	P	
MBA2022034	Avinash Jha	7525013019	HOSTEL	P	
MBA2022114	Rishab yadav	8923942991	Bareilly	P	
MBA2022014	Arvind Pal	9690763246	Bareilly	P	
MBA2022129	Hritik Sharma	8958116712	Bareilly	P	
MBA2022097	Abhay Solanki	8445065444	Bareilly	P	
MBA2022005	vibhu sharma	7906525261	Bareilly	P	
MBA2022104	Minakshi viswas	8218716191	Hostel	P	
MBA2022038	Sandeep singh	9621797131	Hostel	P	
MBA2022039	Gulshan Kumar Singh	8948080818	Bareilly	P	
MBA2022011	Rahul Kumar	8630945625	Bareilly	P	
MBA2022025	Ashok Gangwar	7982751901	Bareilly	P	
MBA2022122	Kamal bhatt	7248523243	Barely	P	
MBA2022121	Vishal Goswami	9639277745	Bareilly	P	
MBA2022007	X Shivansh Singh	8009740884	Hostel		
MBA2022001	Sanjay Kumar	7454983294	Bisalpur	P	
MBA2022110	Aman Gangwar	8000292579	Bareilly	P	
MBA2022013	Ankit Anand	7079281490	Bareilly	P	

MBA2022124	Mohd Shaquib Khan	9634313211	Bareilly		
MBA2022126	Ameen khan	7017410221	Bareilly	P	
MBA2022147	Arsh khan	6397436952	Bareilly	P	
MBA2022136	Aman Raza Khan	8273000365	Bareilly	P	
MBA2022111	Pratibha singh	8532913807	Bareilly	P	
MBA2022108	Anchal Gupta	9568606368	AONLA	P	
MBA2022002	Kanika	6396049969	Bareilly	P	
MBA2022135	Nitish kumar	8957571463	Hostel		
MBA2022010	Yogeshree	9650772278	Bareilly	P	
MBA2022095	Srishti Gangwar	7252033852	Milak	P	
MBA2022026	Shradha Agarwal	9457754008	Bareilly	P	
MBA2022003	Priyanshu Rastogi	8960245071	Hostel	P	
MBA2022017	Aman Pal	7906035989	Bareilly	P	
MBA2022033	paras tripathi	8630390942	hostel	P	
MBA2022032	mayank yadav	7906076757	hostel	P	
MBA2022036	Hiba khan	7505012767	Baheri	P	
MBA2022105	Mohd Daniyal khan	9696897436	Shahjahanpur		
MBA2022012	Akshara Shukla	9793861078	Hostel	P	

⇒ Total Strength = 55 Students

⇒ Rs. 600 Per X 55 Students
Student

⇒ Rs. 33,000/-
Total Collection

Registrar
Invertis University
Bareilly

Industrial Trip at Coca-Cola Happiness Factory Greater Noida, on 23 N

SECTION-B

Student Id	Name	WhatsApp No.	Address	Attendance (M)	Attendance E
MBA2022086	Shrashti Saxena	9412032251	Tilhar	P	
MBA2022099	Amit Verma	8791140340	Hostel	P	
MBA2022078	Bhupesh Jalota	9453164034	Hostel	P	
MBA2022070	Vaishnavi	9118649888	Hostel	P	
MBA2022150	Smriti Saran	9411403141	Bareilly	P	
MBA2022049	Vikash Kumar	8006765756	Bareilly		
MBA 2022082	Vivek	9119097378	Bareilly	P	
MBA2022077	Deeksha Shivdas	8209086109	Bareilly	P	
MBA2022074	Rakhi Jaiswal	8318055714	Hostel	P	
MBA2022094	Naveen Mishra	8853628099	Hostel		
MBA2022106	Himanshu Chauhan	7357615999	Bareilly	P	
MBA2022073	Akshita Shukla	6394451444	Hostel	P	
lbmt2019001	Eti varshney	9520276470	Hostel		
MBA2022100	Riya Saxena	8279889550	Bareilly	P	
MBA2022117	Shrishti Verma	8265841355	Bareilly	P	
MBA2022060	Harshit Kumar	6203859050	Hostel	P	
MBA2022125	Ajay Kumar	8171757534	Bareilly	P	
MBA2022083	Damanpreet Kaur	7233865396	Hostel	P	
MBA2022103	Sonali Aggarwal	9368051117	Hostel	P	
MBA2022084	Sharad Yadav	9621911475	Bareilly	P	
MBA2022058	Jagandeep Singh	9997139556	Pilibhit	P	
MBA2022054	Anshika Patel	8938842550	Bareilly	P	
MBA2022067	Sanjana Agnihotri	7906768934	Bareilly	P	
MBA2022085	Deepali Agarwal	6388142526	Tilhar	P	
MBA2022072	Anjali Shukla	6397289007	Bareilly	P	
MBA2022096	Saumya Kishore	8574817953	Hostel	P	
MBA2022149	Gunjan Yadav	9927459421	Hostel	P	
Mba2022075	Saloni Goel	7078970732	Hostel		
MBA2022154	Gourang	7084447884	Shahjahanpur	P	
MBA2022148	Priyanshu Yadav	8191926493	Budaun		
Mba2022123	Adil Rahman	7860822124	Hostel		
MBA2022143	Harshit Sharma	8979426123	Ujhani	P	
MBA2022053	Pramila Dhangar	7500831610	baheri	P	
MBA2022138	Vidhi Shankhdhar	9119743508	Bareilly	P	
MBA2022050	Anita Bisht	6398560057	Bareilly		
MBA2022042	Sayed Shabahat Ali	9997001306	Bareilly	P	
MBA2022118	Shweta Rathore	9690841641	Bareilly	P	
MBA2022137	Yashaswi Verma	9045220018	Bareilly	P	
MBA2022051	Mohammed Aadil Ansari	7417023768	Hostel	P	
MBA2022076	Surbhi Gangwar	9458548083	Milak		
MBA2022102	Munish Kashyap	8273599661	Bareilly	P	



INDUSTRIAL VISIT TO COCA COLA HAPPYNESS FACTORY

Report on Invertis University's visit to Moon Beverages PVT. LTD. (COCO-COLA PLANT) Greater Noida, Uttar Pradesh

Purpose of visit: To understand marketing, productions, and operation concepts of the company

The Origin of Coca-Cola:

On May 8, 1886, Dr. John Pemberton brought his perfected syrup to Jacobs' Pharmacy in downtown Atlanta where the first glass of Coca-Cola was poured. Serving about nine drinks per day in its first year, Coca-Cola was an exciting new drink in the beginning. See the story here of how it all began. The current CEO of coca cola is James Quincy

Our college took us to coca cola happiness factory where we got to see never before displayed artefact's and got an inside look at the bottling process. Mr Saurabh Singh who is a marketing manager of the factory we visited he gave us a trip Where students were divided in groups after being divided we were shown a short video about the journey of coca cola which included there advertisement strategy, growth graphs and current scenario. Afterwards they took us in factory chambers one by one where they


Registrar
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Bareilly

explained us the process of making coca cola till the packaging stage and then we took some photographs in the museum which in the factory and then we got to taste some fresh drinks.

In India, Coca-Cola uses a number of crucial marketing techniques to stay in the market and appeal to a wide range of consumer demographics.

Coca-Cola presents itself as a cool drink that unites people through brand positioning. The brand is linked to happiness, joy, and moments spent together.

Localized Marketing: Coca-Cola designs its advertising campaigns to appeal to a range of regional tastes in India, taking into account the country's cultural variety. This covers changing flavours and advertising campaigns.

Digital marketing: Coca-Cola uses online channels to advertise to specific consumers. Campaigns on social media and online interaction are important tools for connecting with young, tech-savvy consumers.

Event Sponsorship: Coca-Cola regularly provides sponsorship for important sporting events, connecting the brand with entertainment and popular culture. This promotes brand awareness and links Coca-Cola to satisfying experiences.

Distribution Network: Coca-Cola goods are widely available, even in rural locations, thanks to the company's large distribution network.




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Bareilly



Acquired Knowledge from the Visit:

Supply Chain Management: Visiting the Coca-Cola Happiness Factory gave me an understanding of the intricate distribution system and supply chain that make their products available to consumers on time and everywhere.

Building a Strong and Positive Brand Image: Seeing Coca-Cola strategically place its brand through interesting ads and sponsorships of events brought to light the significance of doing so.

Customer Engagement: Realizing the importance of digital marketing in connecting with the intended audience and creating a brand community highlighted the necessity for companies to adjust to changing customer preferences.

Flexibility in Tailoring Products and Campaigns to Regional Tastes: Coca-Cola's strategy highlighted the significance of comprehending and adjusting to a variety of markets.

Innovation: Observing the ongoing innovation in product offerings strengthened the belief that investing in research and development and being open to adapting to shifting consumer tastes are necessary to remain relevant.

Corporate Social Responsibility (CSR): Getting to know Coca-Cola's CSR programs made it clear how important it is for companies to give back to the community and meet the expectations of their customers for ethical behaviour.

This tour gave insightful information about how marketing tactics and business operations are used in real-world scenarios, providing a comprehensive picture of how a global brand like Coca-Cola handles the volatile Indian market.

OBSERVATIONS

Coca-Cola has a multi-step production process that includes acquiring and prepping ingredients, mixing, carbonation, bottling, packaging, and quality assurance. An abridged synopsis of a Coca-Cola company's production process is provided below:

- 1. Purchasing Substances:** Water, high fructose corn syrup, sometimes known as sugar, and a variety of flavourings and additions are the major components of Coca-Cola. These ingredients are purchased by the business from vetted vendors.
- 2. Control of Quality:** Strict quality control procedures are in place to guarantee that the raw materials fulfill the necessary requirements.
- 3. Water Treatment:** To guarantee that it satisfies the company's exacting quality standards, the water used in Coca-Cola is treated to remove impurities.
- 4. Combining:** The several ingredients are mixed to form the concentrated flavor foundation, or syrup, in a huge mixing tank. The exact recipe and ratios of ingredients are kept under wraps.
- 5. Carbonation:** To add carbonation (fizz) to the finished product, carbon dioxide (CO₂) is introduced into the syrup mixture.
- 6. Containers:** After that, the carbonated syrup is moved to the bottling line. The carbonated syrup is poured into clean, sanitized bottles, cans, and other containers.
- 7. Sealing and capping:** The containers are sealed or shut once they are filled to keep the carbonation and stop any gas from escaping.
- 8. Labelling and Coding:** The containers are given labels, caps, and additional product information. Traceability is ensured by batch coding.
- 9. Construction:** Cases or cartons are used to package the containers. After that, they are palletized for distribution and storage.
- 10. Assurance of Quality:** To make sure the product fulfills Coca-Cola's quality requirements, quality control inspections are carried out at various stages of the production process. This include visual examinations, laboratory tests, and sensory assessments.
- 11. Assignment:** Distributed to merchants and retailers for sale are the finished goods.
- 12. Reuse:** Coca-Cola is dedicated to recycling and sustainability. The company supports recycling activities and uses recyclable materials in the production of several of its bottles and cans.

Shikha
24/3/23
HCU
Department of Management (MBBA)
Faculty of Management
Invertis University, Bareilly (UP)