

INDUSTRIAL VISIT TO HINDUSTAN COCA COLA BEVERAGES PVT LTD

November 4th and 5th MEASI Institute of Management planned for an Industrial visit for the MBA First year students to Coca cola beverages Pvt Ltd. At 12.45 the bus resumed and reached the plant in Nemam at 2.25. All the students entered and the chief security gave initial introduction about the safety and discipline procedures to be carried in the plant. Every one were invited and served with coca cola, HR executive D.Jansi Rani gave introduction with 2 presentations about the leading beverage brand.

The Coca-Cola Company is an American multinational beverage corporation and manufacturer, retailer, and marketer of non-alcoholic beverage concentrates and syrups, which is headquartered in Atlanta, Georgia.

Coca cola was invented in 1886 by pharmacist John Stith Pemberton in Columbus, Georgia. The Coca-Cola formula and brand was bought in 1889 by Asia Griggs Candler . Initially was used as a cough syrup. In the year 1928 Coca cola partnered with Olympics. There were over 1.25 lakhs Indian employees working for Cola Cola. Coca-Cola acquired Minute Maid in 1960

The executive's enlighten about the water purification process, they used multiple barrier treatment system, enhanced filtration. The HCC is into the process of filling RCB bottles, it also manufacturers tetra packs and tetra edged line for juice.

Later Mr.Ramesh, MsGopika and Ms.Padma explained the process of manufacturing coca cola and other juices. Over all it was a great knowledgeable experience for all the MBA first year students in both managerial and technical aspect.