



## **K L University**

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Deemed to be University, Estd. u/s 3 of UGC Act, 1956

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# **Report on Industrial Visit to Hindustan Coca-Cola Beverages Pvt. Ltd.**

**Organized by: MBA Department, KL University**

**Date of Visit: 19th February 2026**

**Location: Atmakuru Village, Tenali Road, Mangalagiri, Guntur District  
Andhra Pradesh – 522503. India.**

**Duration: 10:00 a.m. to 3:00 p.m.**

**Coordinator: Dr. S. Venkata Ramana, Associate Professor, MBA Department,  
KL University.**

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The MBA Department of KL University organized an industrial visit to Hindustan Coca-Cola Beverages Pvt. Ltd. on 19th February 2026 for MBA First Year Section B students. The visit commenced at 10:00 a.m. and concluded at 02:00 p.m. The primary objective of the visit was to provide practical exposure to manufacturing operations, supply chain management, quality control systems, and corporate practices in the beverage industry.

### **Objectives of the Visit**

The primary objectives of the visit were:

- To provide practical exposure to large-scale beverage manufacturing operations.
- To understand the end-to-end production process, from raw material procurement to final distribution.
- To observe quality control and hygiene standards followed in FMCG industries.

### **Program Summary:**

The MBA Department of KL University organized an industrial visit for MBA First Year Section B students on 19th February 2026 to the Hindustan Coca-Cola Beverages Pvt. Ltd. plant located at Atmakuru Village, Tenali Road, Mangalagiri, Guntur District, Andhra Pradesh. The visit was coordinated by Dr. S. Venkata Ramana, Associate Professor, MBA Department, with the objective of providing students practical exposure to real-time industrial operations and management practices in the FMCG sector.

The program commenced at 10:00 a.m. with a warm welcome by the company's operations and HR team. The students were first given a safety briefing and an introductory presentation about the company's background, production capacity, product portfolio, distribution network, and market presence. The presentation highlighted the company's role in the beverage industry and its commitment to quality, innovation, and sustainability.

Following the introduction, students were taken on a guided tour of the manufacturing facility. They observed the complete production process, starting from water treatment and purification to syrup preparation, mixing, carbonation, bottling, labeling, and packaging. The automated bottling lines and advanced machinery demonstrated the integration of technology in ensuring efficiency and consistency in production. The officials explained the importance of maintaining strict quality control standards and hygiene protocols at every stage to meet regulatory and global benchmarks.

The students also gained insights into supply chain management, inventory control, warehousing, and logistics operations. The company representatives discussed how demand forecasting, distribution planning, and dealer network management contribute to operational effectiveness. Emphasis was placed on sustainability initiatives such as water conservation measures, waste management systems, recycling practices, and energy-efficient operations adopted by the organization.

An interactive session was conducted towards the end of the visit, during which students actively engaged with the company officials by asking questions related to marketing strategies, operational challenges, human resource practices, and career opportunities in the FMCG industry. The session was highly informative and helped bridge the gap between theoretical knowledge and practical implementation.

The visit concluded at 02:00 p.m. Overall, the industrial visit was an enriching learning experience that enhanced students' understanding of production management, quality assurance, supply chain systems, and corporate sustainability practices in a real-world industrial environment.



