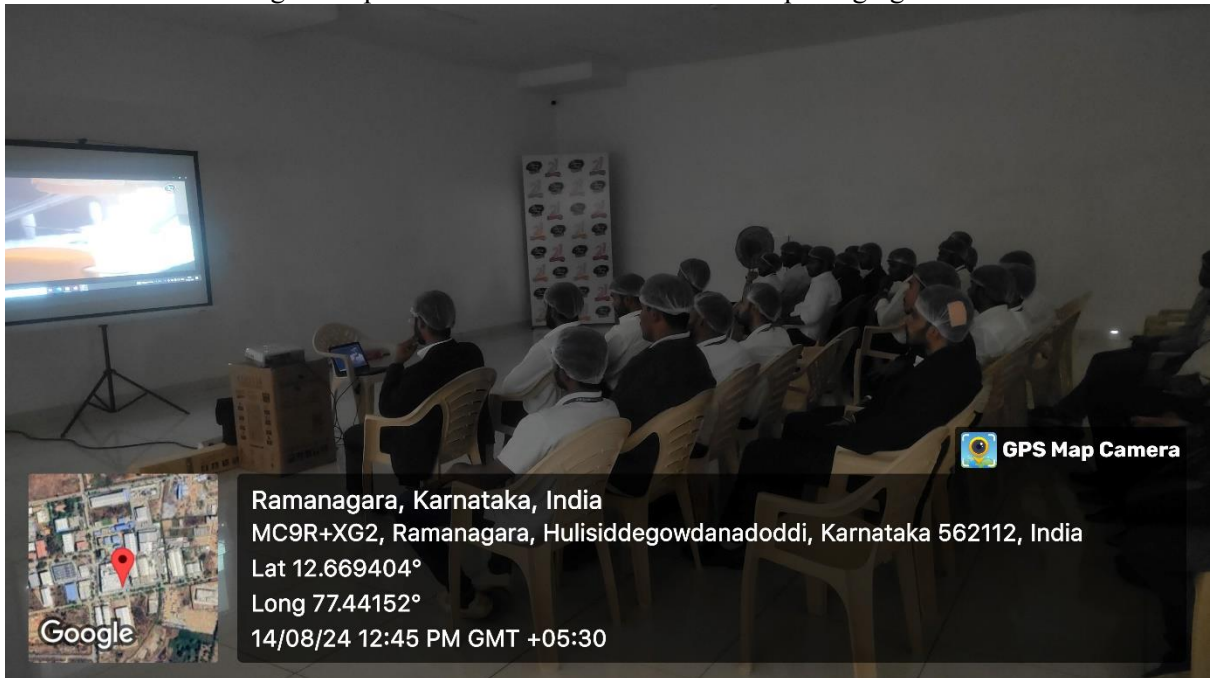


Title	<b>INDUSTRIAL VISIT REPORT: DAIRY CLASSIC ICE CREAMS PVT. LTD.</b>
Department	Management Studies - MBA
Date	14.08.2024
Time	9.30 AM to 4.00 PM
Brief Description	<p>On 14th August 2024, the 2<sup>nd</sup> semester MBA (Sec C) students along with 2 faculty members from New Horizon College of Engineering had the opportunity to visit Dairy Classic Ice Creams Pvt. Ltd., one of the leading ice cream manufacturers in India. The visit was an enriching experience, offering insights into the practical aspects of production, supply chain management, marketing strategies, and overall business operations in the FMCG sector.</p> <p><b>Objective of the Visit</b></p> <p>The primary objective of this industrial visit was to bridge the gap between theoretical knowledge and real-world applications. It aimed to provide students with a deeper understanding of the production processes, quality control, and management practices that are critical in the food industry, particularly in the dairy and ice cream sectors.</p>
	
<p><b>Overview of Dairy Classic Ice Creams Pvt. Ltd.</b></p> <p>Dairy Classic Ice Creams Pvt. Ltd. is renowned for its wide range of ice cream products, catering to various consumer preferences. The company emphasizes quality, innovation, and customer satisfaction, making it a significant player in the competitive ice cream market. During the visit, students were introduced to the company's history, mission, and values, which align with the commitment to delivering premium quality ice creams to consumers.</p>	

**Key Learnings from the Visit**

1. **Production Process:** Students were guided through the production unit, where they observed the entire process of ice cream making—from the pasteurization of milk to the freezing and packaging of the final product. The company employs state-of-the-art technology to ensure efficiency and consistency in production.
2. **Quality Control:** The visit highlighted the importance of maintaining high standards of quality at every stage of production. Students learned about the stringent quality checks and hygiene practices followed to ensure that the products meet the required safety standards.
3. **Supply Chain Management:** The visit also provided insights into the company’s supply chain management. Students were informed about the logistics involved in sourcing raw materials, managing inventory, and distributing the finished products to various markets.
4. **Marketing Strategies:** Dairy Classic’s marketing team gave a brief presentation on the company’s branding and promotional strategies. Students gained knowledge about the tactics used to position the brand in a highly competitive market and how consumer preferences influence product development and marketing campaigns.
5. **Sustainability Practices:** The company’s commitment to sustainability was another key takeaway. Students learned about the eco-friendly initiatives undertaken by Dairy Classic, such as waste management practices and the use of sustainable packaging materials.



The industrial visit to Dairy Classic Ice Creams Pvt. Ltd. was an enriching educational experience for the MBA students. It provided them with a comprehensive understanding of the operational aspects of a successful FMCG company. The visit not only enhanced their knowledge but also inspired them to think critically about the challenges and opportunities in the food and beverage industry.

This experience will undoubtedly contribute to the students' academic and professional growth, equipping them with practical insights that will be valuable in their future careers.

**Coordinator**

**HOD-MBA**

