

The Oxford College of Business Management

HSR Layout,Bangalore-560102

(Affiliated to Bangalore University,Approved by AICTE, NAAC Accredited with 'A' grade)

Department of PG Studies

Report on Industrail Visit

by

III Semester MBA students

(2011-2013 batch)

Visit : 16.12.2012 to 23.12.2012

Pune,Mahabaleswar,Goa

Prepared by: Mr Vijaianand, Associate Professor

The oxford College of Business Management, HSR Lay Out, Bangalore

MBA Department(2011-2013 batch)

Industrail Visit Itenary Schedule

16.12.2012 :Departure Bangalore city railway Station by 110145 (Kurla Express)

17.12.2012: Reaching Pune at 10.35 am. Stay at **Hotel Royal Park Kasarwadi ,Pune**

18.12.2012 :Leaving Pune To Mahabaleswar, Stay at **Hotel Hill Way Inn, mahabaleswar**
20.12.2012: Mahabaleswar to Pune and departure to Goa by Goa Express(12780) at 4.00pm
21.12.2012: Reaching Goa at 6.00 am . Stay at **Palm Resort, calangute, Goa**
22.12.2012: Visiting Places at Goa
23.12.2012: Goa
24.12.2012: Reaching Bangalore at 11.30am.

Industries visited :

17.12.2012: Force motors, Pune at 4.00pm
17.12.2012 : Forbes marshall, pune at 2.30 pm
19.12.2012: Mapro Gfoods Private Limited,mahabaleswar
21.12.2012: Goa Paints at 11.00am
21.12.2012: United Breweries, Goa at 3.00pm

Faculty members:

Mr. Vijaianand
Ms. Pratibha
Dr Bina Pandey



Industrial Visit to Forbes Marshall, Pune

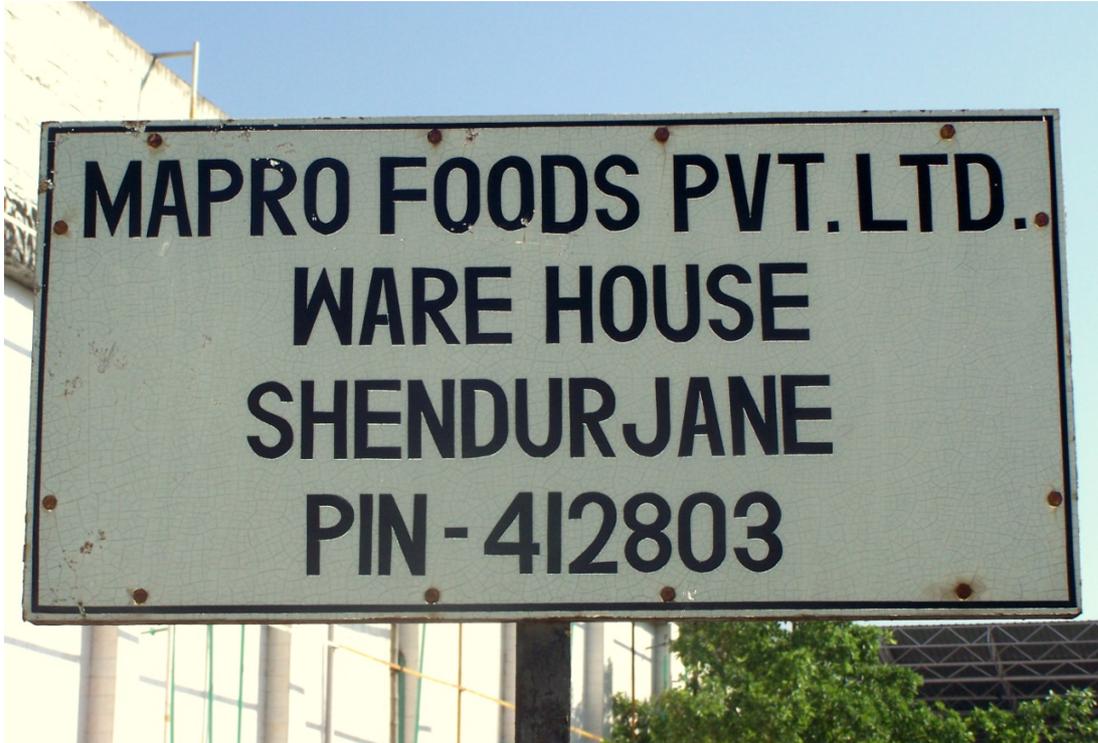
For over half a century, Forbes Marshall has been building steam engineering and control instrumentation solutions that work for process industry. Forbes Marshall's goal is to provide solutions in Energy, Efficiency and Process Automation, using the best technology the world has to offer. 50 years ago we started out with steam generation solutions. Today we are comprised of twelve business divisions; most of them partnering with the world technology leaders in respective fields, manufacturing products that cover the entire spectrum of energy generation, energy efficiency, control and instrumentation for the process and power industry.

They are proud of much more than just the products they make. They are committed to creating a progressive work culture that uniquely puts people first. They are concerned with the community beyond our factory's gate. Putting people first is the way they have become industry's first choice in their efforts to better harness steam, air and water. They do much more than sell products. They build steam engineering and control instrumentation solutions .

From their unique corporate structure and commitment to quality, to their extensive community and social service programs, there's a lot that makes them stand out from the rest.

In the last five decades Forbes Marshall has grown from a modest, Mumbai based trading company to a multi-divisional, ISO 9001 certified global company manufacturing advanced engineering products for process and power industries across the World. Forbes Marshall is probably the only company in the world to have extensive expertise in both steam and control instrumentation. The dual expertise has allowed us to engineer industry specific systems that focus on energy efficiency and utilities management for sectors as diverse as textiles, food processing, paper, power and chemicals etc.

REPORT ON MFPL



The students of “The Oxford College of Business Management”, 3rd semester, MBA had the opportunity to visit “Mapro Foods Pvt. Ltd” in Shendurjane.

There were 106 in total, including 4 faculties, i.e., HOD Prof. Pratibha M.R., Prof. Vijaianand, Prof. Sanjeev Padashetty, and Prof. Roshni James.

Students and faculty visited MFPL, on the way to Mahabhaleshwar. The report on the experience and the process of the industry is explained below as follows:



Introduction

Mapro Foods Pvt. Ltd is the manufacturers and reseller s of the natural fruit products. It is one of The growing companies of India which is situated at Panchgani Mahabaleshwar Road. It produces Jams, confectionaries, squashes, jellies and many more fruit products.

It is the fruit processing business over more than forty years and it is known for the innovation and quality in the industry y. The Chief Executive Officer of the company is Mayur Vora. It has its Manufacturing units in Panchgani, Wahi, and Gurgaon. It is most likely to spread its operation in Delhi and Pathankot. There are more than 500 local employees in the company and about 100 Contract labourers.

Mapro Foods is a well-known brand in jams and squashes. It is a family business started in 1959 by the Vora family, making jams from strawberries and raspberries. Mapro was one of the first to use traditional ingredients to make plant-based beverage concentrates such as strawberry crush and rose syrup. The company was also the first in India to introduce pectin jellies and fruit sweets.

Company profile

Mapro Foods Pvt. Ltd is fruit processing company. It was founded by visionary Shri Kishore Vora. It came into existence in 1959 A. D. The company used to produce jams from strawberries and raspberries when it was established but later it started manufacturing various other products like crushes, squash, confectionaries, sweets, jellies and many more products. The company is one of the leading companies in India. The Managing Director of the company

at present is Mayur Vora. The company is situated at CHESSON ROAD, MAHABALESHWAR, and PANCHGANI. The plant is BVQI certified and provided with facility of state of art Food Park and cold storage.

Mapro Foods Private Limited is the flat organization where management works along with their technical and sales functionaries to achieve the vision and mission of MFPL.

Mission of MFPL: Mapro will develop, produce, package & sell food products, with high regards for safety, nutrition & taste, which we can confidently give to our customers by implementing and continually improving Quality Management system & food safety management system to meet & exceed customers expectations.

Product profile

There are various products produced by the Mapro Foods. It is basically involved in producing jams, Faleros, squashes, crush, syrups, ice creams, etc.



The various products manufactured by Mapro Foods Pvt. Ltd are listed below along with few details:

JAMS:

Jams are used in various meals courses especially for refreshments and light snacks and they are found tasty with fresh breads buns and toast. Mapro jams are made from the *respective fruit pulp, pectin, sugar and citric acid*.

SQUASHES:

Squashes are used in the preparation of Soft drinks in chilled water, soda water, ice Lollies and slush and mock tails. The key ingredients used by the Mapro Foods for the preparation of the Squash are sugar, water, respective fruit juice or pulp and some added *ingredients like pectin acid depending upon the flavor or fruit*.

SYRUPS:

Syrups have a number of applications such as to make refreshing soft drinks in chilled water, Soda water and in milk for milk shakes and add a taste to Faloodas, Shahi Lassi and Mocktails. Syrup is also used in preparing Ice creams, as dessert topping and to give a taste to ice lollies and Slushs. It uses the same ingredients as the squashes.

CRUSHES:

Crushes give a refreshing and nourishing drink when prepared in chilled water and Soda water. Kokum syrup is also used in Ice Lollies and in the preparation of slush. Mapro Foods uses sugar, water, citric acid, pectin and the respective fruit juice or pulp.

FALERO:

This Section, the fruity sweet with taste of pure jam is produced.



This is the product which earns more than 50% of the profit. The Faleros have a monopoly as they are produced by Mapro only. It is one of leading product of Mapro as the Rose Syrup. The production capacity in this section is about 18 metric tons. It has flavors like Strawberry, Raw Mango, and Alphonso Mangoes.





Goa Paints:



Industrial Visit by III semester MBA students to Goa Paints

Goa Paints and Allied Products is a leading manufacturer and supplier of Marine and Industrial coatings.

They are an ISO 9001:2008 certified firm.

The company operates from its state-of-the-art plant at Kundaim, Goa having a capacity in excess of 200,000 litres per month. We ensure the highest quality and standards through a team of highly qualified and experienced paint technologists and a well equipped laboratory consisting of latest analysis instruments.

The company has a prestigious list of loyal customers like Indian Defence, Mazgoan Dock Limited, Goa Shipyard Limited, Sesa Goa, Grasim India, Larsen & Toubro, Etc.

Goa Paints is dedicated to building a world where industry , humanity and environment co-exist in harmony , ensuring rust free , weather-proof , scratch-proof and long lasting surfaces.

Goa Paints & Allied Products was established in 1969 , through collaboration with M/s. Hempel Marine Paints , Holland, by supplying marine paints to barges operating in Goa. The success in marine paints lead to development and production of many more products in different categories and for different uses. GOA PAINTS AND ALLIED PRODUCTS expanded its operations by adding more machinery. Further formulations were added to the range through collaboration with M/s . Chugoku Marine Paints , Japan.

Our range of surface coatings are widely used for the following applications:

- **Marine**
- **Pipelines**
- **Defence**
- **Infrastructure**
- **Automotive**
- **Power**

UB Groups:



Industrial Visit by III semester MBA students to UB Groups.

United Breweries Group or **UB Group** is an Indian conglomerate company headquartered in UB City, Bangalore in the state of Karnataka. The company has annual sales of over US\$4 billion and a market capitalization of approximately US\$12 billion. Its core business includes beverages, aviation, electrical and chemicals. The company markets beer under the Kingfisher brand and has also launched Kingfisher Airlines, an airline service in India, whose operation has been stalled after licence is been revoked by DGCA. United Breweries is India's largest producer of beer with a market share of around 48% by volume.

The company chairman is Vijay Mallya who had been a member of the Indian Parliament. United Breweries now has greater than a 40% share of the Indian brewing market with 79 distilleries and bottling units across the world. Recently UB financed a takeover of the spirits business of the rival Shaw-Wallace company giving it a majority share of India's spirits business. The group owns the Mendocino Brewing Company in the United States.



Students having Lunch at Pune



Group Photo of III Semester MBA students at Goa.



Students at Old Goa Church.

Cultural Programs at Goa:



Students exhibiting their talents at a show organized at Goa



Students at a cultural show at Pune.