



Department of Commerce

Activity	Industrial Visit	Date	1st August 2023
Organized by Industry	Confederation of Indian Industry - CII Hindustan Coca Cola Beverages Pvt Limited, Karnataka	No of Students attended	26
Venue	Baeleveeranhalli, Karnataka	Curriculum	As part of Logistics and Supply chain Management

A Report

As part of Logistics and Supply chain Management – Add on Course, with Collaboration with Confederation of Indian Industry – CII organized Industrial visit to Hindustan Coca Cola Beverages Private Limited for 2nd Semester Logistics and Supply chain Management students.

On 1st of Aug 2023, our students from Logistics and Supply Chain Management from II Semester B.Com had the privilege to visit the renowned Coca-Cola production facility, one of the world's leading beverage manufacturers. The purpose of the visit was to gain insights into the production process and understand the intricacies of their supply chain management. Our visit was guided by experienced personnel from the company, who provided us with a comprehensive overview of the entire production and supply chain operations.

Production and Quality Control Process: Coca-Cola Production Process starts with the sourcing of high-quality raw materials, including water, sugar, carbon dioxide, and various flavouring agents. These ingredients are carefully selected to ensure consistency and adherence to Coca-Cola's strict quality standards. The ingredients are mixed in precise proportions to create the Coca-Cola syrup. Carbonation is added to the mixture, giving the beverage its characteristic fizz. Once the syrup is ready, it is transported to the bottling line. The bottles are cleaned, sanitized, and filled with the syrup. The bottles are then capped, labelled, and packed into cartons.

Throughout the production process, rigorous quality control measures are in place to ensure that the final product meets the company's high-quality

standards. Samples from each batch are regularly tested to maintain consistency and safety.

Logistics and Supply Chain Management: Coca-Cola's supply chain is a complex and vast network that spans across the globe. It includes multiple manufacturing plants, distribution centres, and warehouses strategically located to serve different regions efficiently. To avoid stockouts and meet customer demand, Coca-Cola employs advanced inventory management techniques. The company uses forecasting models to predict demand and optimize inventory levels at different stages of the supply chain.

Transportation plays a vital role in Coca-Cola's supply chain management. The company utilizes various modes of transportation, including trucks, trains, ships, and sometimes airfreight, to move products from production facilities to distribution centers and finally to retailers. Coca-Cola is committed to sustainability and reducing its environmental impact. The company has implemented measures to improve energy efficiency, reduce water usage, and minimize packaging waste throughout its supply chain.

The industrial visit to Coca-Cola provided students with valuable insights into the production and supply chain management practices of a global beverage giant. We witnessed the precision, quality control, and automation that go into producing one of the most recognized and beloved soft drinks in the world. Additionally, we learned about Coca-Cola's commitment to sustainability and how it strives to maintain its position as a responsible and innovative industry leader.

Overall, the visit was a remarkable learning experience that enriched our understanding of production processes and supply chain management in the beverage industry. We extend our gratitude to CII who organized this event successfully, Dr. S Anil Kumar – Principal, Dr. Geetha R – Director, Dr. Nagaraj MS – Head of the Department, Commerce for extending their support. Industrial Visit was organised by Dr. Padma C, and accompanied by Mr. Arun Kumar R, Assistant Professor, and Department of Commerce. We also extend our gratitude to the Coca-Cola team for their hospitality and for sharing their knowledge and expertise with us.



Director

Head – Department of Commerce

Principal