



Coca Cola Moon Beverages Study Tour

Event Report

Event Name: Coca Cola Moon Beverages Study Tour	Event Date: 01.08. 2022
Faculty Coordinators: Dr. Krity Gulati	Event Timings: 09:30 AM Onwards
Number of Participants: 60	Venue: Coca Cola Factory, Noida

Objective:

The objective of the event is to provide students with a practical and in-depth understanding of the beverage industry's operational processes and sustainability practices, enabling them to gain insights into both the operational and ethical dimensions of a leading global brand. The session aims to enhance students' knowledge of the various stages of production while fostering awareness of responsible business practices and sustainability-driven decision-making within the industry.

Detailed Report:

The PGDM students of Lloyd Business School embarked on an enlightening study tour to the Coca Cola manufacturing factory. Upon arrival, the students were warmly welcomed and given an insightful presentation on the rich history of Coca Cola. They learned about the company's origins, its global growth, and its significant milestones over the decades. This historical overview set the stage for understanding the evolution of the brand and its enduring market presence.

The tour proceeded with an in-depth look at the manufacturing process. Students were guided through the various stages of production, from the initial blending of ingredients

to the bottling and packaging of the final product. This hands-on experience allowed them to appreciate the intricate processes and stringent quality control measures that ensure the consistency and safety of Coca Cola products. A highlight of the visit was the session on water conservation methods employed by the company. Coca Cola's commitment to sustainable practices was evident as they demonstrated their advanced techniques for water management and recycling. The students were particularly impressed by the company's initiatives to minimize water usage and promote environmental stewardship. A fun element was the complimentary coca cola cans that the students got to enjoy at the end of the tour.

Learning Outcomes:

- Practical understanding of Industry operations and Sustainability practices.
- Students were guided through the various stages of production.

Report Prepared by

(Dr. Krity Gulati)