



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

Department of Management

Coca Cola happiness Factory, Moon Beverages Pvt Ltd , Greater Noida

Organiser : Coca Cola happiness Factory, Moon Beverages Pvt Ltd , Greater Noida

Date : April 23th , 2024

Timings : 10:00 am – 2:00 pm

Venue : Coca Cola happiness Factory, Moon Beverages Pvt Ltd , Greater Noida

Faculty Coordinator : Dr Sukhvinder Singh, Ms Anjali Gupta

Maharaja Agrasen Institute of Technology, Department of Management organized one day industrial visit on 23th April 2024 to Happiness Factory Coca Cola , Moon Beverages Pvt Ltd Greater Noida . The visit was organized for first year BBA students with objective to develop practical knowledge of Sustainable operations processes and industrial processes followed by MNC's in India . The students were accompanied by two faculty members Ms Anjali Gupta and Dr Sukhvinder Singh from the Department of Management.

The Visit Began with the introduction of Happiness Factory Coca Cola by Ms Richa , Marketing Manager of Coca Cola. The happiness Factory is a concept developed by Coca-Cola themed museum along with the product lines. Students were shown entire operational process of Coca-Cola product range (Limca, Mazaa, Kinley Water, Minute Maid, Coca-Cola Zero, Fanta) in bottles and cans of various sizes. The students were informed that the factory produces 600 cold drink cans and 240 Mazaa and Minute-Maid bottles per minute.

The visit showcased the growth of Coca-Cola and its product range since 1886. The other part of the visit highlighted various CSR activities undertaken by Coca-Cola. Students were thrilled by playing X-box games and listening to Coke Studio music. So it was a great learning experience for the students. At last students enjoyed Coke Cans manufactured in Happiness Factory and clicked photographs.

Snapshots



