

**A
REPORT
ON
“INDUSTRIAL VISIT TO BRITANNIA
INDUSTRIES LIMITED”**



ON

15TH MARCH 2025

ORGANIZED

BY

Department of Management Studies

and Research

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

#15, Near Vajarahalli, Mallasandra, Kanakapura Road,

Bengaluru-560109



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Kammavari Sangham (R), 1952

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Approved by AICTE-5279601, New Delhi Affiliated to VTU, Belagavi

Accredited by NAAC

Department of Management Studies and Research

ORGANIZATION VISIT



**"Britannia Industries Limited"
Bidadi Industrial Area**

Date : 15 March 2025

Time : 9:30 AM – 2:30 PM

Dr. Bharath Bhushan B
HOD - MBA

Dr. Swamy D.R.
Director - MBA

Dr. Rama Narasimha K
Principal

**Report of Industrial Visit to Britannia organised by
Department of Management Studies and Research
on 15-03-2025, Academic Year: 2024-25**

TITLE OF THE PROGRAM: INDUSTRIAL VISIT TO BRITANNIA INDUSTRIES

BRIEF SUMMARY

The industrial visit to Britannia Industries, Bidadi, Bangalore, was organized by 'The Department of Management Studies and Research Centre, K S School of Engineering and Management' for III semester MBA Students to provide an exposure to the large-scale food manufacturing and supply chain operations. The visit focused on key aspects such as production processes, quality control, packaging, and distribution.

The objective was to bridge the gap between theoretical learning and real-world industry practices, understanding the complexities of modern food production and supply chain management.

OBJECTIVES OF THE VISIT:

- Understanding Manufacturing & Operations – To gain insights into Britannia's production processes, quality control, and supply chain management.
- Exploring Marketing & Branding Strategies – To learn about Britannia's branding, consumer engagement, and market positioning in the FMCG sector.
- Bridging Industry-Academia Gap – To connect classroom learning with real-world industry practices and explore career opportunities in the FMCG industry.

REPORT:

Upon the arrival, the factory representative ensured the compliance of safety measures, like wearing head caps and masks, to prevent any contamination that could affect product quality. Before entering the manufacturing area, we were addressed about Britannia's legacy of over 100 years, its sustainability initiatives, and its market presence.

KEY LEARNINGS:

The speaker explained that Britannia produces 5000-7000 tons of biscuits per day and operates five production factories in Tamil Nadu and two in Bangalore—one for production and another outsourced. The discussion also covered Britannia's market share and the factors contributing to its position as the No.1 brand in the biscuit industry with 35% of the market share.

An exposure to the quality check processes before proceeding to the production area, where various biscuits such as Bourbon, Marie Gold, Nutri Choice, and Good Day (Cashew) are manufactured. Each variety is produced in separate plants, and the entire process is mechanized. The production stages included filtering the powder, mixing, cutting the batter

into shapes, baking, and automated batch packaging. The mechanized production process ensures efficiency, with separate plants dedicated to different biscuit varieties. The step-by-step procedure of filtering raw materials, mixing, shaping, baking, and packaging showcased the precision and automation in food manufacturing.

Additionally, there were employees at every stage of the process to oversee operations and ensure smooth workflow. Quality checks were thorough, ensuring consistency in product standards. Insights into Britannia's extensive distribution network, sustainability practices, and large-scale production capacity provided a comprehensive view of its operational excellence in the FMCG sector.

OUTCOMES OF THE VISIT

- Enhanced understanding of food processing and large-scale production.
- Exposure to real-world applications of quality management and compliance.
- Awareness of how supply chain and logistics play a crucial role in the FMCG sector.
- Innovation and Product Development
- Marketing and Branding

The visit was both informative and engaging, offering valuable industry exposure. It provided a firsthand experience of how Britannia maintains its market leadership through advanced production techniques, quality control, and efficient distribution strategies. Overall, it was an enriching experience that broadened the understanding of the food manufacturing industry.

PHOTOGRAPHS:

Safety Instruction given by Mr. Inder & Gift of Biscuit bag as reward for answering Question



Inside the company with company logo



Session Held by Pradeep Shetty, Head HR, Britannia



Outside the Organisation



Social Media Links	
Instagram	https://www.instagram.com/p/DHOMi_aSkkU/?igsh=MXRsdGVtMG90emV4aQ==
Facebook	https://www.facebook.com/share/p/1EMeY3YudM/

S. No	Particulars	Details
1	Name of the Company	Britannia
2	Address	23, Abhanakuppe, Britannia Industries Limited, Karnataka 562109
3	Contact Details - Mobile	8970306052
4	Date of event(If more than 1 day, mention from and to date)	15-03-2025
5	Duration in mins	09.30 am to 02.30 pm
6	Number of student participations	38
7	Number of faculty participations	2

PARTICIPANTS DETAILS: Please attach attendance sheet of participants with signatures.

Signature of Co-ordinators

Signature of Department Head

Signature of Principal