



**Uka Tarsadia University**  
**B. V. Patel Institute of Management**



## **Industrial Visit at Mangalkrupa Foods Pvt. Ltd, Pipodara**

**Date: 24<sup>th</sup> August 2024**

<b>Date:</b>	24 <sup>th</sup> August 2024
<b>Time:</b>	9.30 AM to 2.00 PM
<b>Venue:</b>	Mangalkrupa Foods Pvt. Ltd., Pipodara
<b>No. of Participants:</b>	50 Students
<b>Coordinator:</b>	Dr. Trishna Shah and Mr. Zaki Sheikh
<b>Objective's</b>	To provide Second Year BBA students with practical insights into the chocolate processing industry, understand the operations of a manufacturing unit, and bridge the gap between theoretical knowledge and real-world application.
<b>Outcomes</b>	It provided a clearer understanding of how business concepts are implemented in a real-world environment and underscored the importance of quality, technology, and sustainability in modern manufacturing.

Mangalkrupa Foods Pvt. Ltd. is a one of the leading players in the chocolate producing industry, specializing in the production of toffies, lollipops and various sugar-based chocolates. The company is known for its commitment to quality and innovation, catering to a diverse market with a variety of flavours. They work with a vision to deliver high-quality and affordable chocolates to consumers. They export majority of their production and their major markets are serving are Nigeria and Uganda.



During the visit, students had opportunity to observe various stages of the manufacturing process; like raw material procurement, processing and production, quality assurance and packaging. The visit included a Q&A session with key personnel from Mangalkrupa Foods Pvt. Ltd named Mr. Mehul Patel. He provided insights into the day-to-day operations and management of the plant; explained the procedures and importance of maintaining high-quality standards and discussed market trends, consumer preferences, and marketing strategies. Students actively participated in the discussion, asking questions about industry challenges, career opportunities, and the future of food processing.



Students observed firsthand how theoretical concepts from their BBA coursework, such as supply chain management, operations, and marketing, are applied in a real-world setting. They have also observed the use of advanced technology in chocolate packaging, showing how automation and innovation drive efficiency and quality. Mangalkrupa's efforts in sustainable practices like waste management had been noted by the students.

The industrial visit to Mangalkrupa Foods Pvt. Ltd. was an enlightening experience for the SYBBA students, offering valuable practical insights into the chocolate producing industry. BVPIM extend its gratitude to Mangalkrupa Foods Pvt. Ltd. for hosting the visit and providing such an informative and engaging experience. It was a great gesture by Mehulsir, that he provided a packet of chocolate, full of all varieties his is producing to students of SYBBA.

Report prepared by Dr. Trishna Shah

Sign of the HOD