

**A Report on Industrial Visit to "Hatsun Agro Products (HAP) Dairy Plant"**  
**Organized by Department of Management Studies**  
**from 06.10.2025 to 10.10.2025**



**Visit Organized and Coordinated by: Dr. K. Venkateswarlu, Assistant Professor, Department of Management Studies.**

**Mode of Conduct: Offline**

**Report received on 14.10.2025.**

**Faculty coordinators for visit:**

Day 1 (06.10.2025): Dr. K Yeliyya, Assistant Professor & Mrs.P. Sireesha, Assistant Professor  
Day 2: (07.10.2025): Dr. KS Krishna, Associate Professor & Dr. G. Thouseef Ahmed, Assistant Professor  
Day 3: (08.10.2025): Dr. N. Seshadri, Assistant Professor & Dr.E. Gnanaprasuna, Assistant Professor  
Day 4: (09.12.2025): Dr.Nagarajan, Professor & Dr.Sireesha K, Assistant Professor  
Day 5: (10.10.2025) : Dr. Gangisetty, Professor & Dr. K V Geetha Devi, Associate Professor

The Department of Management studies successfully organised an Industrial Visit to Hatsun Agro Products dairy, (Chittoor plant) from 06.10.2025 to 10.10.2025 for II-year MBA students in 5 batches.

Hatsun Agro Products Ltd. is one of India's leading dairy companies, known for its wide range of products under reputed brands such as Aroky, Arun Ice Creams, and Hatsun Curd. The company is recognized for maintaining high standards in production, hygiene, and quality management, making it a key player in the Indian dairy industry.

The visit provided an excellent opportunity for students to gain practical exposure to real-time industrial operations. They observed various stages of the dairy production process including procurement, processing, packaging, and distribution, along with an understanding of the company's quality assurance and supply chain systems.

**Objectives of the Visit:**

- To understand the complete process of dairy product manufacturing and packaging.
- To study the supply chain and quality control mechanisms followed at the plant.
- To analyse the business and marketing strategies adopted by Hatsun Agro.
- To connect theoretical learning with practical industrial exposure.

The visit is aimed to understand the end-to-end process of dairy product manufacturing and its alignment with industry standards along with food safety standards and norms wrt quality of production. The visit also focussed on analysing business strategies and marketing approaches adopted by HATSUN dairy plant.

### Schedule of visit (for all the five days)

| Time                | Activity                                                          |
|---------------------|-------------------------------------------------------------------|
| 9.00AM              | <b>plant visit journey starts from college</b>                    |
| 11:00AM             | Arrival at HATSUN Dairy Plant, Chittoor                           |
| 11:10 AM            | Welcome Address and Safety Briefing by Plant Safety officer       |
| 11.30AM             | Plant Tour – Production Units explanation by production in-charge |
| 12.30PM             | Quality Control Lab Visit                                         |
| 12.45PM             | Interaction with Plant Manager and HR officer                     |
| 01:00 PM - 01:30 PM | Q&A Session                                                       |
| 1.45PM              | Departure                                                         |
| 4.30PM              | <b>Reaching back college</b>                                      |

The Chittoor Plant of Hatsun Agro Products Ltd. stands as a modern, technologically advanced dairy facility, showcasing excellence in manufacturing and quality control. Designed with cutting-edge infrastructure, the plant efficiently manages the entire dairy processing chain — from milk collection and pasteurization to homogenization, packaging, and final dispatch. It caters to a wide range of products including milk, curd, butter, ghee, and ice cream marketed under renowned brands such as Arokya, Hatsun, and Ibaco.



### Key highlights of the Chittoor Plant include:

- Automated production systems ensuring precision, hygiene, and operational excellence.
- Advanced cold storage and logistics facilities that preserve product quality throughout distribution.
- Strict adherence to global quality and food safety norms at every stage of processing.
- Sustainable operations, incorporating water conservation, recycling measures, and renewable energy initiatives.

This facility exemplifies Hatsun Agro's commitment to innovation, efficiency, and sustainability in the Indian dairy industry.

### Details of the Visit

#### 1. Welcome and Orientation:

The visit commenced with a warm welcome by Mr. Jainson Garu, HR of Hatsun Agro Products Ltd., who introduced the students to the operational framework of the Chittoor Dairy Plant. A brief orientation session followed, highlighting the company's evolution, product portfolio, and its significant contribution to the Indian dairy sector. The session provided valuable insights into Hatsun's commitment to quality, innovation, and sustainable business practices.

#### 2. Milk Collection and Testing:

The students were given a detailed demonstration of the milk procurement process, starting from the collection centers. The raw milk underwent rigorous quality testing to check parameters such as fat content, SNF (Solid-Not-Fat) levels, and microbial purity. It was observed that milk is transported to the plant in insulated tankers to maintain optimal temperature and prevent spoilage during transit, ensuring product freshness from source to production.

### 3. Milk Processing:

At the processing unit, students witnessed the use of High-Temperature Short-Time (HTST) pasteurization, a process that eliminates harmful microorganisms while preserving the natural flavor and nutrients of the milk. The homogenization process was also observed, where milk is treated to achieve a consistent texture and prevent cream separation. The entire process is automated, ensuring high efficiency and product uniformity.

### 4. Curd Manufacturing:

The session on curd production introduced students to the controlled fermentation process, where specific strains of lactic acid bacteria are added to milk to convert it into curd under monitored temperature and time conditions. The automated packaging line was particularly impressive, emphasizing hygiene, precision, and consistency in packing. The process showcased Hatsun's focus on maintaining international standards in every stage of production.

The students then visited the cold storage facility, where temperatures are maintained below 5°C to ensure product freshness and quality. They learned how advanced refrigeration systems help preserve perishable dairy items while maintaining hygiene and safety standards.

Next, at the packaging section, students observed automated packing operations designed to protect products during transit and retain their nutritional value. The visit showcased Hatsun's focus on innovation, efficiency, and quality assurance across its production process.

To make the industrial visit even more memorable, Hatsun Agro Products Ltd. extended a warm gesture by presenting each student with a complimentary gift bag containing a keychain and a plastic container as tokens of appreciation. The highlight of the visit was when the students were treated to delicious Arun ice creams, adding a refreshing and joyful touch to the day's learning experience. This thoughtful gesture not only reflected Hatsun's hospitality but also created a lasting impression on the students, making the visit both educational and enjoyable.



### Outcome of the visit

The industrial visit to HATSUN Dairy, Chittoor, proved to be a highly enriching experience for the MBA students of MITS, Madanapalle. It offered practical insights into the dairy industry's operations, covering every stage from milk procurement to product distribution. Students gained a clear understanding of how efficiency and quality control drive excellence in production. The visit greatly contributed to their academic and practical learning, supporting the institution's goal of providing comprehensive industry exposure. In total, 238 students benefited from this valuable learning experience.

### Impact analysis of the visit

The industrial visit to HATSUN Dairy, Chittoor, had a profound impact on the learning and professional development of the MBA students from MITS, Madanapalle. By observing the complete dairy supply chain—from milk procurement to final distribution—students gained valuable exposure to operational efficiency, quality control, and supply chain management. This hands-on learning experience effectively bridged the gap between theory and practice, helping students connect classroom concepts to real-world business operations. The visit also deepened their understanding of industry best practices, sustainability initiatives, and technological innovations in the dairy sector. Meaningful interactions with industry professionals offered insights into career opportunities and trends within the FMCG and dairy industries. With 238 students participating, the visit significantly contributed to academic enrichment and experiential learning. It not only enhanced students' analytical and managerial thinking but also paved the way for future industry collaborations, internships, and research opportunities, reinforcing MITS's commitment to holistic and practical management education.