

A Report on Industrial Visit
Organized by DEPARTMENT OF MANAGEMENT STUDIES
on 06.12.2023



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Event Coordinators: Dr. V. G. Murugan & Dr. Prem Knowles, Assistant Professor, Department of Management Studies
Name of the Plant: Thirumala Dairy, Palamaneru
Students: MBA, 3rd semester, 2021-23 batch.
Participants: 65

The Department of Management Studies has organised a plant visit for MBA 2nd Year Section- A students. They visited Thirumala Milk Dairy on December 6, 2023. In this program, 65 students and two faculty members participated.

A complete report on industrial visit organized by Department of Management studies, MITS for the students of MBA [3rd SEM] in order to get the practical knowledge about “advanced technology used in manufacturing the products, supply chain management practices, HR policies, Distribution system, CSR activities etc”. of the organization.

AIM OF THE INDUSTRIAL VISIT:

1. To interact the students with actual industry personnel.
2. To make them aware of the industrial procedures required to enter in any company.
3. To experience the working environment in industry and visualize all the important Departments in the Industry.
4. Interaction of students with the peoples of all important departments.
5. To prepare the students for the selection of carrier path in different departments of industry.

CONTENTS OF THE REPORT:

- Details Of Journey
- Company Profile
- Group Observation

Details of the Journey:

The Department of Management Studies organized an Industrial Visit for the students of 3rd semester 2021-23 batch on 06.12.2023. The total number of students was 65 accompanied by two Assistant Professors – Dr.V.G.Murugan and Dr.Prem Knowles

Details:

Name of the Plant: Thirumala dairy
Place: Palamaneru
Students: MBA, 3rd semester, 2021-23 batch

The journey has started at 9.15 A.M MITS premises and reached to the Thirumala dairy plant at 11.20 A.M. Mr. Purushotham, plant manager interacted with the students and explained about the precautionary measures and allotted the three well trained employees to explain the different processes of milk dairy. The central theme of this visit is to get an idea how a dairy products creator’s supply chain functions, its product line, market reach of its offerings, and a daily functioning of the Thirumala Dairy and its milk products.

Personnel Involved:

The Plant Head, Mr. Purushotham

HR Manager, Mr. Gopinath

Well trained employee/Guide: Mr. Prajapathi

Company Profile:

Thirumala Milk Products Private Limited is a leading dairy company in South India established in the year 1996. Since then, Thirumala has been maintaining its position as a fastest growing brand with presence in major states of India such as Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Kerala, Madhya Pradesh, Uttar Pradesh, and West Bengal. Today, Thirumala produces [dairy products](#) across nine state-of-the-art manufacturing plants spread across southern states of India.

About Groupe Lactalis

In 2014, Lactalis acquired Thirumala, where it opened up enormous opportunities in the biggest and most challenging dairy market in the world to position it as the most preferred brand in India. The traditional and cultural experience of Thirumala and international expertise of Lactalis provided a unique combination, leading to a success story to be talked by generations to come. Lactalis is a family-owned dairy group based in Laval (Mayenne), in the west of France. In 1933, André Besnier started up his cheese-making company. The group sells products in over 180 countries and has 229 production sites across the globe. Lactalis is the largest dairy group in the world with turnover of over 17 billion Euros.



QA & PROCUREMENT LEGAL COMPLIANCE

At Thirumala, we strictly ensure to be compliant with all the legal norms, whether it is for the products or brands in the market. We understand its importance and that is why we guarantee its fulfilment.

FOOD SAFETY GUARANTEE

We believe in the Philosophy of “Consumer First”. As a part of our Corporate Responsibility, we ensure that food safety is on our top priority. All nine of our plants have ISO 22000 Certifications and FSSAI Licenses certifying a commitment towards food safety and dependability.

CONSUMER PREFERENCE

Thirumala has a strong focus on its consumers and therefore goes the extra mile to provide them consistent quality products which is relevant to their organoleptic palate. Not only is this about giving consumers the best, but also understanding what they would need through robust customer-connect programs.

CUSTOMER SATISFACTION

Our customer satisfaction not only comes from the consistent quality products, we provide customer care services who are readily available to provide any product related information, and address any queries or concerns.

SUPPLIER ASSURANCE

We always strive for ensuring consistent quality products with conforming purity of the product available in the market, which is made possible through the help of our own Tirumala Distribution Centres (TDC) , Agents and Retailers. We ensure on-time deliveries to our Retailers so that our products are made available for our consumers 24/7.

QUALITY AT THE BEST PRICE

Being in a commodity & dairy market, we ensure our products are not only the healthiest and tastiest but also affordable for one and all. Quality is not something we strive for, it's something we guarantee with consistency.

Observations made by students:

- Plant Tour and Information: - The plant officials also conduct hygiene and CSR activities with their employees, and villagers. The students were split into teams of 20 and were led on a tour by three employees of the plant, one of them known as Mr Prajapathi.
- The students were led through the following sections.
- The packaging section: Here fluid milk is filtered and pumped through a packing machine. Defected pieces are removed and recycled. The temperature is cold maintained.
- The cold storage section.
- The room temperature heating section.
- Final packaging and transport delivery section.

Channels of Distribution:

- **General Trade:** Retailers like mom & pop stores, exclusive parlours, and commercial markets.
- **Modern Trade:** Hypermarkets, and direct marketing.
- **Own Parlour:** The big distribution centres like Thirumala Distribution Centres, shops near highways etc
- **Home Marketing:** Selling through online groceries, Big Basket for example.

Product Portfolio:

- Fluid Milk Product (FMP): Industry term for milk processed for beverage use. Products include milk in pouch, curd in pouch, butter milk, and panner (categorized due to temperature considerations).
- Ambient: Milk processed at ambient temperature, generally considered at 40 degrees Celsius. Products include ghee, powder, and Ultra High Treatment Milk- This particular pouched milk is heated at higher temperatures.
- Frozen: ice cream.
- Refrigerated: Butter
- cheese, cup curd, and lassi.



Supply Chain of the Dairy Product:

- **Milk procurement:** Milk is procured from villages, transported in tankers. The quantity in the tanks goes to thousands of litres from sets of villages. The collection agents test the quality of the milk on 5 parameters here. Detailed testing happens at the collection centre.
- **Processing:** This step happens in collection centers, where they check for 26 parameters of milk quality, through high-end machines that cost around 80 lakhs. The rejected rate is very less, around 5%. Wasted milk is sent back or sometimes recycled, depending on the amount of quantity. In between all these processes, the milk is always stored in chilling towers.
- **Packaging:** Before packaging, quality assurance is done through lab tests, and sensory panels. The panels consist of 6-12 people, testing samples of different products across parameters, for instance, checking sweetness, saltiness, smell etc. Cross-checking is done through multiple panels.
- **Distribution:** Happens through contracted agents or TDC's (Thirumala distribution Center, a recent innovation by the brand to eliminate middlemen).
- **Consumers:** Dispatched to retailers and Thirumala parlours.

Outcomes of the Industrial visit:

After the visit we the two faculty along with the Plant Manager Mr.Purushotham and HR manager Mr.Gopinath asked the students to share their experiences. Miss Khushnumma and Isha shared their knowledge about the dairy process and the different department functions and how the company is able to meet the demand in peak seasons and unseason.

Vote of thanks:

Vote of thanks by Dr. V.G Murugan, Assistant Professor of Department of management studies, to the plant manager, HR, Security head and the staff who have directly or indirectly supported the students to make the trip more successful. The visit closed at 2.00 P.M. It's a wonderful trip to the students which has given real time exposure to the students.

"Productivity is never an accident. It is the always the result to commitment excellence intelligent Planning, and focused effort"