



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

## School of management studies

### Report on Industrial Visit @ Hindustan -Coca-Cola Beverages

|                           |   |
|---------------------------|---|
| Event Name                | Industrial Visit  |
| Event type                | Industry Interactions   |
| Date /duration            | <b>1 day 14-09-2019</b>   |
| Resources Person/Company  | <b>Hindustan -Coca-Cola Beverages Private Limited,<br/>Address:<br/>Atmakuru village, Mangalagiri<br/>Mandal, Guntur District-522503,</b> |
| Name of the co-ordinators | Mr.B. Kalyan Kumar  |
| Target Audience           | MBA students  |
| Total no of students      | 93  |
| About the event           | <b>Industry Exposure</b>  |
| Objective of the Event    | To Know the manufacturing process and Marketing Techniques  |
| Outcome of the Event      | Student are able to gain knowledge in marketing and production managements  |
| Feed back                 | Students are happy with interaction with industrialist and the information they gained  |

#### Photographs

