



P.K.R Arts
College for
Women

Gobichettipalyam | Erode



DEPARTMENT OF MANAGEMENT

ORGANIZES
AN INDUSTRY INSTITUTE CONNECT
TO

PODARAN FOODS INDIA PVT LTD



DATE : 24.12.2024

CLASS : I MBA

TIME : 9.30 am to 3.00
pm



Faculty co-ordinator : **Mrs.R.Gomathi**

Student co-ordinators : Ms. P.Karthikasri - (242BA017) I MBA

Ms. K.Ponmani- (242BA029) I MBA

ADDRESS:

Podaran Foods India Pvt Ltd
2G7V+HP7,Kangeyam,Andimadakkadu,
Tamil Nadu, 638701

LOCATION:



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P.K.R. ARTS COLLEGE FOR WOMEN

Autonomous Institution- Affiliated to Bharathiar University
Re-Accredited with 'A' Grade by NAAC
Gobichettipalayam

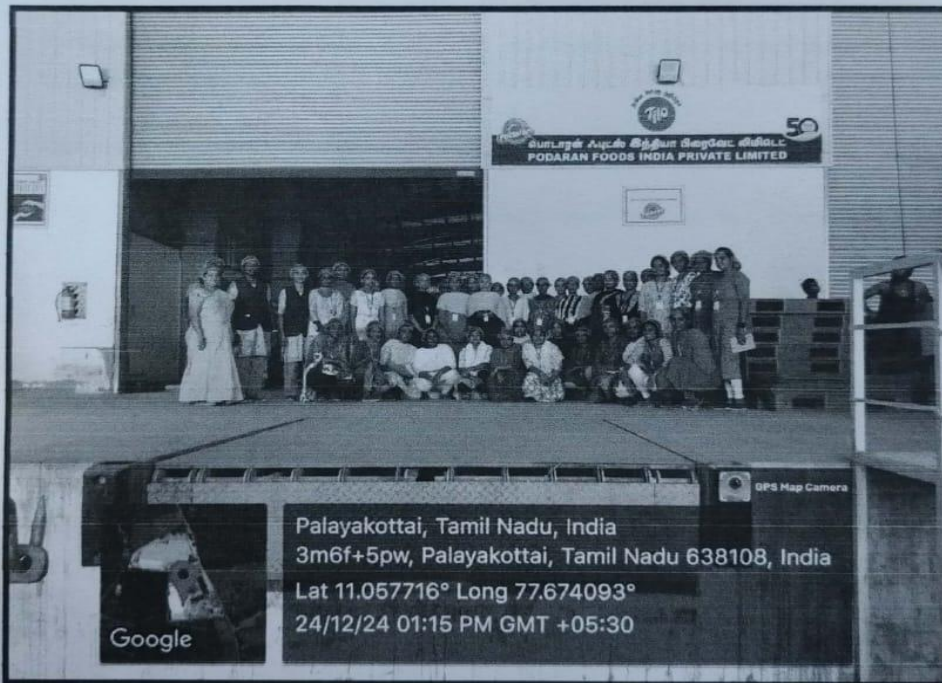
DEPARTMENT OF MANAGEMENT

Academic Year 2024-2025 Even Semester

No. of Beneficiaries: MBA Students (48)

Date: 24.12.2024

Title: Podaran Food India Pvt Ltd



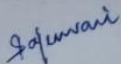
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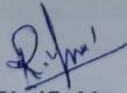
The MBA students' visit to Podaran Foods India Pvt Ltd highlighted the company's effective use of raw materials and innovative methods in production and marketing. They gained insights into how operational efficiency is integrated with strategic marketing, contributing to the company's competitive advantage in the food industry. The MBA students observed the meticulous processes that Podaran Foods employs to ensure product quality while minimizing waste. They learned about the company's commitment to sustainability, which involves sourcing raw materials responsibly and utilizing advanced technologies to optimize production. This holistic approach not only enhances operational efficiency but also strengthens the brand's reputation in the market. The students reflected on the importance of aligning production techniques with marketing strategies to meet customer demands effectively and build lasting relationships with consumers. This experience provided a deeper understanding of the strategies that drive success in a competitive market.

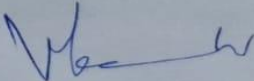
Outcome of the industrial visit:

- Students gained insights into the various stages of production, from sourcing raw materials to final product manufacturing.
- Exposure to Podaran Foods' (both Soft drinks & Snacks) marketing strategies provided students with practical knowledge on how to position products competitively in the market.
- The visit allowed students to connect theoretical concepts learned in their MBA program with real-world business operations.

Organizing Secretary: Mrs.R.Gomathi, Assistant Professor, Department of Management


Report Prepared by
Ms.R.Rajeswari


Verified by
Mrs.R.Gomathi


Signature of the HOD with Seal
Dr.V.Kavitha

Dr.V.KAVITHA,
HOD, Department of Management
P.K.R. Arts College for Women,
Gobichettipalayam - 638 476.