

# MIT Arts, Commerce & Science College, Alandi (D), Pune

Department of BBA

Academic Year 2014 - 2015

Class - SY BBA

## Industry Visit to MAPRO Food Products Ltd, Mahabaleshwar

Date: 16/03/2015

An Industry visit was organized for the students of SY BBA on Saturday, 14<sup>th</sup> of March 2015 at MAPRO Company, Mahabaleshwar. The purpose of the visit to give more exposure to students and bridge the gap between academics and industry. It is a circular subject designed by Savitribai Phule Pune University, with name ' Business Exposure '.

Following faculties accompanied the students:

1. Prof. Lata Maindad
2. Prof. Sharad Kadam
3. Prof. Shailendra Patil

After reaching at company premises Mr. Pravin Malusare (Sales & Marketing Manager ) and Pankaj Pawar ( Sales Executive ) from the company itself welcomed faculties and students.

Mr. Pankaj Pawar explained us the overall process of Mazaana product ( Nuts coated with dark and milk chocolate ) . like how production takes place from raw material to finished products. Raw material like chocolate bar, almond, nuts etc and transformed to finished products like Mazaana chocolates with the help of honing, coating, finishing etc. processes.

Then we got permission to see film ( 8 min film ) relating to strawberry formation to its final products like, crush, pulps, jams etc.

About company:-

- 1) **Overview** :- Located around the idyllic hill-town of Panchgani in Western India, Mapro Foods manufactures Fruit Jams; Fruit beverage concentrates – Crushes and Squashes; and Fruit Bars. With an annual processing capacity of around 30 thousand MT, Mapro is a market leader in Western India. The company has grown organically over the last five decades with sustained profitability. Known for its quality and innovation, Mapro has been built on its founder's philosophy of developing products that are wholesome, nutritious, value-for-money, and imaginative.
- 2) **History**:- Founded in 1959, the Company had its humble beginnings in the hill-town of Panchgani, near Mahabaleswar, when a businessman named Kishore Vora a pharmacist by profession, decided to make some strawberry jam. He then went on to develop innovative products such as jelly sweets, fruit cubes with fruit juice and rose syrups with rose petals – all for the first time in country. Today, his 'hobby' has borne fruit in the shape of Mapro, one of the most modern, hygienic, quality-focussed fruit product manufacturing units in India. His vision has been taken forward, thereby transforming the region around Mahabaleshwar and Panchgani, the erstwhile sleepy hill stations of Maharashtra, into a flourishing fruit processing zone.



exotic ingredients. Mapro's products are known for their wholesome taste and quality, as also their natural goodness and nutritive value.

Mapro was the pioneer of fruit based confectionery in India, with its first jelly sweets being made from fruit juices and liquid glucose. The 'Faleas' pulpy fruit chews, which are better known as 'patis de Fruit' in the rest of the world – are excellent exemplars of Mapro's very own Innovation Labs. Faleas come in unique indigenous flavours that are suited to the Indian palate, like Kacchi Kairi (Raw Mango), Alphonso Mango and Strawberry.

**4) Management :-** Mapro Foods has a flat organisational structure where management and employees work hand in hand. Lunch is cooked in the common canteen for one and all, including guests, who all eat the simple, sumptuous and wholesome meal together. Employees who have put in a number of years of service are recognised and felicitated. The education of children of employees is encouraged and supported and employees' families are included in all celebrations.

Mapro has successfully led the socio-economic upliftment of people in this region. Besides men, women have had the means of earning a livelihood too, and there is a focus on education of the younger generation.


The development of the village of Cureghar, comprising around 70 families, between 1971 and 1985, is a case-study in itself. It started out with 12 persons working as permanent employees at the Cureghar fruit processing unit, with the rest into subsistence farming. But for them too, there was hope. They had continuous and sustained income with a ready market at their doorstep. They started growing strawberries, with technical guidance from Mapro, and today the region has the highest produce of strawberries in all of India, one of the major catalysts for the manifold increase in tourist inflow over time.


**5) Distribution Channel ( Sales Network ):-** Mapro has established widespread distribution channels to reach its customers in West, North and South India. Its network comprises of 12 super distributors and over 300 distributors across 17 Indian states.


Mapro's products are available in a large number of stores and it has a visible presence in almost all the major cities across the country. Mapro has plan to penetrate in other geographical regions, and also in smaller towns; and welcome communication from interested parties with manpower and infrastructure for retail distribution.

**Visit Outcome: -** Students got valuable information of manufacturing process of food products. They have gone through the working environment, culture of the prominent food product company in Maharashtra. They got overall understanding about Advertising, Marketing, Sales and Distribution of Products.

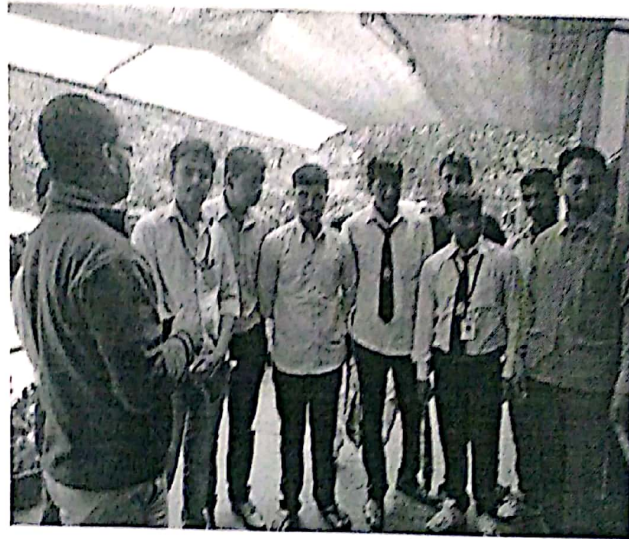
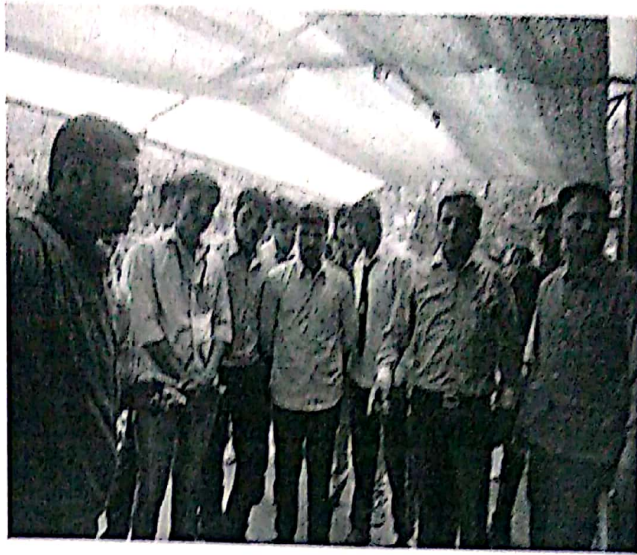
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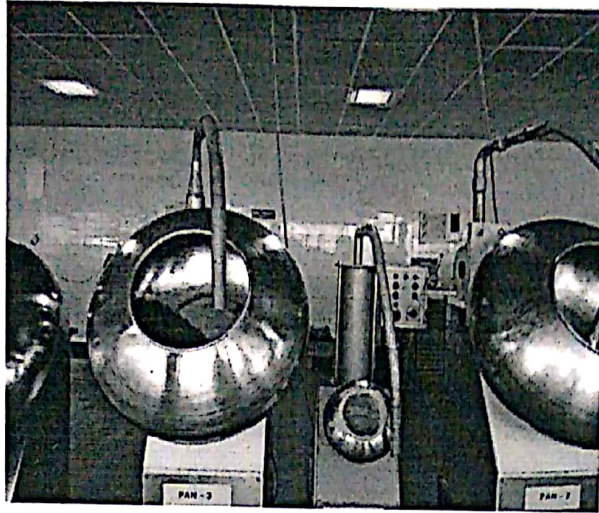
  
Prof. Shalendra Patil  
Subject Teacher

  
Prof. Sharad Kadam  
Subject Teacher

  
Prof. Amol Mane  
HOD-BBA & BBM-IB







Sr. No.	Roll No	Name of the Student	Absent/Present
38	S 338	PATIL PRIYANKA	P
39	S 339	PATIL VAISHALI BHARAT	P
40	S 340	PHULSUNGE MILIND	P
41	S 341	PRATEEK KAUL	P
42	S 342	SAW PANKAJ	P
43	S 343	SINGH SEEMA	P
44	S 344	SUCHETA	P
45	S 345	SWAMI KANAD	P
46	S 346	TALE SIDDHARTH SATISH	P
47	S 347	TAPKIR KIRAN RAJU	P
48	S 348	TINGARE TRUPTI	P
49	S 349	VIJAY SOREN	P
50	S 350	YADAV SANKESH	P
51	S 351	YASABANTA KUMAR NAIK	P
52	S 352	AKSHAY SHEVKARI	P
53	S 353	ASHITOSH GAWALI	P
54	S 354	GAURAV BHOSALE	P
55	S 355	RAHUL KAUSHIK	P
56	S 356	GOPAL KUMAR	P
57	S 357	KARTIK VYAS	P



Department of BBA / BBM (IB)

Industry Visit 2014-15

Name of the company :Mapro Factory, Mahabaleshwar

Students Attendance

Class: SYBBA

Date: 14/03/2015

Sr. No.	Roll No	Name of the Student	Absent/Present
1	S 301	AGARWAL ANURAG	P
2	S 302	AKHILESH KUMAR	P
3	S 303	ANUSHKA KUMARI	P
4	S 304	ASHISH CHAKHALE	P
5	S 305	BAGADI AMIT	P
6	S 306	BAGADI DEEPIKA	P
7	S 307	BHOSALE AKASH	P
8	S 308	BIND KAMLESH	P
9	S 309	DERE TUSHAR BALASAHEB	P
10	S 310	DHANORKAR AKASH	P
11	S 311	DIKSHA SADANAND GAWAS	P
12	S 312	DODKE ANKITA ANIL	P
13	S 313	DOLAS PRADNYA	P
14	S 314	GAIKWAD GAURAV SATISH	P
15	S 315	GAIKWAD KSHITIJ GANGADHAR	P
16	S 316	GAIKWAD VARSHA	P
17	S 317	GIRI ANIKET	P
18	S 318	GUNJAL SAGAR RANGNATH	P
19	S 319	GUPTA OMKAR UMASHANKAR	P
20	S 320	HITESH BHADANI	P
21	S 321	JADHAV MAYUR DATTATRAYA	P
22	S 322	JADHAV VISHAL SURESH	P
23	S 323	JADHAV YOGESH C	P
24	S 324	JAGTAP HARSHADA	P
25	S 325	JIDHAN JYPRAKASH	P
26	S 326	KAD JALINDAR H	P
27	S 327	KAMAL SHARMA	P
28	S 328	KANADE ANSHUL A	P
29	S 329	KANADE UMESH	P
30	S 330	LOKHANDE AKSHAY	P
31	S 331	MAGHAM HARIPRASAD	P
32	S 332	MAHESH SINGH BHATI	P
33	S 333	MANAS RAJAN SAHOO	P
34	S 334	MEDANKAR YOGESH A	P
35	S 335	MIHIR GHLOT	P
36	S 336	PANDEY VIJAY	Absent
37	S 337	PANSARE ABHISHEK PRAKASH	P

