

INDUSTRIAL VISIT TO FRUBON

Date: 25/01/2019

Organizing Department: Department of Management

Mode: Offline

No. of Participants: 50

Duration of Event: One day

Resource Person: Plant Managers Mr. Shahid and Mr. Rahul

Coordinator Name: Assistant Professor Ms. Madhubala Kaushik, Dr. Vijayendra K Srivastava,
Ms. Anadi Trikha and Ms Khushboo Dadheech

Event Venue : Frubon plant, Mahindra World City, Jaipur



Interaction with Plant Managers at Frubon



Plant Tour at Frubon, Mahindra World City

Brief Report

An industrial visit to Frubon (Dev Milk Food Pvt. Ltd) was organized for the students of MBA and BBA courses. The plant is situated in Mahindra World City. The trip was organized by Assistant Professor Ms. Madhubala Kaushik, Dr. Vijayendra K Srivastava, Ms. Anadi Trikha and Ms Khushboo Dadheech. Plant managers Mr. Shahid and Mr. Rahul conducted the tour of the plant in two batches.

Frubon offers a variety of products like Biscuits, Flavored Milk, Curd, Variants of Ice -Creams, and Milk etc. Officials from the plant took the students to various labs where they tested flavors; a blast room with a temperature of -24 Degree Celsius. They also explained various other processes like creating a homogeneous mixture of milk, pasteurization, etc.

Students saw how stick ice-creams are made and packed. Students enquired about the sources of milk, market share of Frubon and their marketing strategies. Ice cream cones were distributed to the students and faculties to taste what they have seen in making.