

**KLE SOCIETY'S DEGREE COLLEGE, NAGARBHAVI****Bachelor of Business Administration****(Affiliated to Bangalore University)****OVERVIEW OF INDUSTRIAL VISITS CONDUCTED FROM 1/11/2024 TO 31/10/2025**

SL.NO	DATE	NAME OF THE INDUSTRY	CLASS	NUMBER OF STUDENTS
1	19/11/2024	Hatsun Agro Products, Dharampuri	V Sem A Batch	50
2	21/11/2024	Hector Beverages, Mysore	III Sem A Batch	47
3	18/02/2025	Fabric Spa, Dodballapur, Bangalore	II Sem A Batch	50
4	20/02/2025	Akshayakalpa, Mandya, Hassan	IV Sem A Batch	47
5	21/10/2025	Wakefit, Bangalore	IV Sem B Batch	35
6	12/03/2025	Klene Packs, Hassan	VI Sem A Batch	47
7	28/04/2025	Reitzel India Pvt Ltd , Kunigal	VI Sem B Batch	48
8	24/07/2025	VRL Logistics	V Sem A and I Sem	50
9	25/07/2025	Organic Mandya	III Sem A Batch	43
10	07/08/2025	Toyota Kirloskar Motors , Bidadi, Bangalore	V Sem B Batch	29

REPORT ON INDUSTRIAL VISIT TO HATSUN AGRO PRODUCTS, DHARAMPURI**PARTICULARS**

A visit to Hatsun Agro Products was organized by Department of BBA for V Semester A Batch Students on 19th November 2024. The students along with Assistant Professor Gayathri N Rao started from college at 7:30 AM and reached the Industry by 11:00 AM.

OBJECTIVES

- To understand company's vision and mission
- To know their product variety management
- To know their production process and inventory management
- To learn about sourcing and branding strategies used.

ABOUT HATSUN AGRO PRODUCTS

R. G. Chandramogan founded HAP in 1970. The company has been recognized as the fastest growing Asian dairy company and has won the Golden Trophy from the Indian Government for being the largest dairy products exporter. HAP is headquartered in Chennai, Tamil Nadu. Hatsun Agro Product Limited engages in manufacturing and marketing of milk, milk products, and cattle feed in India and internationally. The company offers ice cream, kulfi flavours, premium desserts, chocolates, and fermented dairy products, such as yoghurt and dairy based spreads. Their brands include Arun Icecreams, Arokya Milk, Hatsun, Ibaco, Santosa, and HAP Daily

HAP has manufacturing and distribution plants in many states, including Tamil Nadu, Karnataka, Goa, Telangana, Maharashtra, Chhattisgarh, Odisha, Puducherry, Kerala, Gujarat, and Andhra Pradesh.

OUTCOME

- The factory tour began at 10:10 am. Firstly the Coordinator briefed us about the History of the Hatsun Agro Products, how it started and gave the complete business overview.
- Then students were taken to plant 1- Milk & Curd, where they showed how the milk is pasteurized and how the impurities are removed from the milk .In the curd section they showed the process of how Milk is converted into Curd.
- Then students were taken to the product Manufacturing section.
- Later students were taken to Plant 2- Butter and Ghee, where they showed the process of how Butter and Ghee are manufactured. During the tour, the students had an interactive session with production head and cleared all their doubts regarding the process.

PHOTOS



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6	U03FS22M0052	CHAHNAA JP
7	U03FS22M0004	MANASI BHUJAPPANAVAR
8	U03FS22M0011	NISHA DINAKAR GOAD
9	U03fs22m0059	MANOJ. S
10	U03FS22M0058	BHARATH S
11	U03FS22M0073	BHOOMIKA BN
12	U03FS22M0013	GEETHA M S
13	U03FS22M0016	GAGANA SHREE
14	U03FS22M0026	HASMITHA R

15	U03FS22M0009	KEERTHANA BN
16	U03FS22M0032	PAVITHRA
17	U03FS22M0053	AISHWARYA K
18	U03FS22M0007	NANDAN K S
19	U03FS22M0046	KIRAN C
20	U03FS22M0038	DARSHAN M
21	U03FS22M0054	HITESH J
22	U03FS22M0077	LIKITHA P
23	U03FS22M0028	SUSHMITHA.B
24	U03FS22M0031	ADITHYA PRASSANNA BR
25	U03FS22M0003	NIKHAT PATHAN
26	U03FS22M0057	HARSHITH BV
27	U03FS22M0021	NANDA KRISHNA YADAV K S
28	U03FS22M0091	DHANUSHREE YN
29	U03FS22M0068	MANISH G
30	U03FS22M0045	MAHINDRA V SHAH
31	U03FS22M0041	YASHASWINI MH
32	U03FS22M0039	BHARGAVI G PRASAD
33	U03FS22M0049	JEEVITHA.D
34	U03FS22M0010	NISHKA .H.S
35	U03FS22M0066	MITHUN M
36	U03FS22M0047	SPOORTHY GOWDA
37	U03FS22M0080	TANUSHREE KB
38	U03FS22M0020	SUCHITHRA
39	U03FS22M0072	BHOOMIKA SRINIVAS
40	U03FS22M0063	RAVI KIRAN P
41	U03fs22m0082	ASRAR NIZU
42	U03FS22M0064	RAKSHITHA. D
43	U03FS22M0042	TEJASHREE N B GOWDA
44	U03FS22M0051	VIDYASHREE E
45	U03fs2m0040	SHOBHA V
46	U03FS22M0017	SYED FURQHAN
47	U03FS22M0079	MANISH GOWDA BS
48	U03FS22M0028	SUSHMITHA.B
49	U03FS22M0041	YASHASWINI MH
50	U03FS22M0047	SPOORTHY GOWDA

REPORT ON INDUSTRIAL VISIT TO HECTOR BEVERAGES, MYSORE

PARTICULARS

A visit to Hector Beverages, Mysore was organized by Department of BBA for III Semester A Batch Students on 21st November 2024. The students along with Assistant Professor Anupama Hampannavar started from college at 7:00 AM and reached the Industry by 11:00 AM.

OBJECTIVES

- To understand distribution channel and marketing strategies
- To know their unique selling techniques and differentiation techniques of the product
- To know the process of manufacturing fruit based soft drinks
- To learn about sourcing and branding strategies used.

ABOUT HECTOR BEVERAGES

Hector Beverages was founded in 2009 by Neeraj Kakkar, Neeraj Biyani, Suhas Misra and James Nuttall. The company's first product was a protein drink called Frissia, following which the energy drink brand, Tzinga was launched in 2011. Hector Beverages is an Indian company emerging as a local leader in the Indian beverage market. In March 2013, the company launched Paper Boat, a fruit pulp based beverage brand

and shifted its focus to the ethnic drinks segment. The brand launched with Aam Panna and Jal Jeera drinks and later added ethnic drinks including Aam Ras, Chilled Rasam, Kokum, Jamun Kala Khatta, Chilli Gauva and Neer More.

OUTCOME

- On arrival, we were welcomed by the factory Coordinator. He then introduced the company to the students and prepared for the tour of the facility
- On reaching the factory, the students were divided into two batches. The factory tour began at 10:30 am. Firstly the Coordinator briefed us about Hector Beverages, he spoke about the history of the company, how it started and gave the complete business overview.
- Starting they gave masks and head covers and shoe covers to all visitors. We were shown how the bottom bottle (Paper Boat bottles are made of a four-layer laminate of paper, foil, and HSL) and the cap are going to be fixed. Then we were taken to the lab how every juices tested and verified. Post that we were taken to the filling section. Here the entire process of packaging of the natural juice was shown
- Finally, students were shown the branding & packaging section. Post the tour, The students got to clear all of their doubts with the production head.

PHOTOS



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5	U03FS23M0048	JANET GEORGE C
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7	U03FS23M0002	MP VARSHINI GOWDA
8	U03FS23M0007	SWATHI.S.POOJARI
9	U03FS23M0061	HARSHA M GOWDA
10	U03FS23M0011	SUMANTH GOWDA K V
11	U03FS23M0033	JEEVAN S
12	U03fs23m0039	SPOORTHY. R
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15	U03FS23M0044	SYED IDREES
16	U03FS23M0019	DHANUSHREE.S
17	U03FS23M0012	GOPIKA.S
18	U03FS23M0020	POOJITHA.K
19	U03FS23M0023	VAIBHAVI.D
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22	U03FS23M0040	VARUN.S
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24	U03FS23M0013	HARSHITH GOWDA MU
25	U03FS23M0017	HARSHINI PS
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27	U03FS23M0025	THIRUMURUGAN S
28	U03FS23M0049	AMITH P HIEMATH
29	U03FS23M0073	HARSHINI.C
30	U03FS23M0107	VARSHA D
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34	U03FS23M0029	MEGHA.D
35	U03FS23M0030	YATHISH C
36	U03FS23M0005	JEEVAN S
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38	U03FS23M0009	PREETHAM M D
39	U03FS23M0027	HEMANTH G
40	U03FS23M0032	KARTHIK J
41	U03FS23M0043	UMESHWARI.S
42	U03FS23M0055	GAGANA.M
43	U03FS23M0001	DEVIKA K
44	U03FS23M0106	SINDHU R
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REPORT ON INDUSTRIAL VISIT TO FABRIC SPA, BANGALORE

PARTICULARS

A visit to Fabric Spa Unit, Doddballapur, Bangalore was organized by Department of BBA for II Semester A Batch Students on 18th February. The students along with Assistant Professor Tejaswini K started from college at 9:30 AM and reached the Industry by 11:30 AM.

OBJECTIVES

- To explore the process of converting an idea into business
- To understand the business model and its functionality
- To know the strategies involved in customer participation and retention
- To learn about sourcing and branding

ABOUT FABRIC SPA



Fabric spa, conceived by Jyothy Laboratories Ltd, is a one of a kind laundry and dry-cleaning service that not only relieves you of the laundry chore, but also ensures that your clothes get expert fabric-care and retain its newness for a long, long time. At Fabric spa, we employ a unique 9-step SigmaCare™ process. Highly qualified fabric specialists and the latest imported machinery ensure exacting standards to service every garment. We offer a range of services including laundry, ironing, dry cleaning, shoe repairs, upholstery cleaning and minor alterations. Since its inception in 2009, Fabric spa has spread across 5 cities with over 100 outlets, consistently striving to raise the bar as India's finest laundry and dry-cleaning service.

OUTCOME

- The factory tour began at 11:45 am. The factory coordinator gave the introduction about the company, how it all started and the overview of the business.
- Then the students were divided into 2 batches and taken inside for the tour of the facility. The tour started with how the order is received followed by segregation, checking, cleaning, packing and delivering.
- The Coordinator showed the machines and equipment's used in the process. The entire process of the cleaning was shown.
- Post the tour, the students could clarify their doubts regarding the visit. Wherein they explored about eco-friendly conduction of business by reducing Co2 emission by opting for electricity generation via waste and also reusing of water used for washing by purifying it. Their discussion included knowing about human resource management, customer retention practices, quality control process and their growth from 2009 to 2025

PHOTOS



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REPORT ON INDUSTRIAL VISIT TO AKSHAYAKALPA, BANGALORE

PARTICULARS

A visit to Akshayakalpa, Hassan was organized by Department of BBA for IV Semester A Batch Students on 20th February 2025. The students along with Assistant Professor Anupama H started from college at 07:00 AM and reached the Industry by 10:30 AM.

OBJECTIVES

- To explore the potential of organic farming
- To understand the story of entrepreneur in raising the firm
- To know distribution channels and network building
- To learn about sourcing and branding of Agri product

ABOUT AKSHAYAKALPA



Akshayakalpa is the first certified organic milk brand in India. Headquartered in Tiptur, Karnataka, the company manufactures and sells organic milk products. The organization was founded in 2010. Akshayakalpa originated from the Yuva Chetna Program. This program, which ran from 2001 to 2009, encouraged people from urban areas to teach young people and women in rural regions about agriculture and farming for their vocation of choice. Akshayakalpa was founded as a farmer entrepreneurship initiative. The organization aims to address the bilateral problem of economic non-viability in agriculture which entails farmers to either move away from farming or resort to means like chemical fertilizers and pesticides and poor-quality food for the consumer. The team identifies young farmers who have discontinued farming operations due to economic non-viability and provides them with bank links, farmers outreach, technical services and access to markets in order to encourage them to return to farming. Akshayakalpa does not own any dairy farms, but its staff organizes and guides the local farmers who own these farms. Akshayakalpa does own a 40,000 liter/day capacity Organic Milk Processing Plant where milk collected from collaborating farmers is packed and processed. The plant is set up on 24 acres of land, 13 km away from Tiptur. The milk processed in this plant is supplied to Bangalore and Tumkur daily and is 100% organic.

OUTCOME

- On arrival, we were welcomed by the factory Coordinator. He then introduced the company to the students and prepared for the tour of the facility
- Co-ordinator briefed how it started and gave the complete business overview. Then the students were made into groups. During the visit, the students got to explore five different activities.
- The students got to experience Bullock Cart ride, learn more about the different breeds of cows in the farm and feed the cattle.
- The students learned about bee-keeping, how to identify the bees and the process of deriving fresh honey. The students also learned tips about farming, different types of crops, how to make the organic manure and fertilizers, etc.
- Traditional Lunch made with organic produce was provided for the students at Akshayapatra. Post lunch, the students were shown the Bio-Gas unit. They showed how the gas was made and what it was used for.
- Then the students were taken inside the farm where they enjoyed their leisure time while playing some traditional village games.

PHOTOS



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REPORT ON INDUSTRIAL VISIT TO WAKE FIT, BANGALORE

PARTICULARS

A visit to Wake Fit , Bangalore was organized by Department of BBA for IV Semester B Batch Students on 21st February 2025. The students along with Assistant Professor Kavyashree S started from college at 08:30 AM and reached the Industry by 10:30 AM.

OBJECTIVES

- To understand the growth of the industry
- To know marketing growth rate of the firm
- To know distribution channels and network building
- To learn about sourcing and branding of products

ABOUT WAKEFIT

- Wakefit was founded in 2016 by Ankit Garg and Chaitanya Ramalingegowda. Wakefit has factories in Bengaluru, Delhi, and Jodhpur. Wakefit has received funding from investors like Sequoia Capital and Verlinvest. Wakefit offers a variety of mattresses, including memory foam and latex mattresses. Wakefit also offers furniture like living room furniture, wardrobes, and work from home furniture. Wakefit offers home and garden products like shoe racks, coffee tables, and lighting. Wakefit also offers decor like decorative mirrors, lamps, rugs, and wall art. Wakefit manufactures all of its products in-house. Wakefit offers a direct-to-consumer model.

OUTCOME

- The factory tour began at 10:45 am. Firstly the Coordinator briefed us about the History of the factory, how it started and gave the complete business overview.

- We were first taken to the foam making section where they showed the making of foams for the bed through chemicals.
- Then we were taken to witness the shaping section, Where we got to see different types of foam cutting into different shapes and sizes.
- The next was the gluing and pressing section where we were shown how the foam was put together and compressed to make it stay in shape.
- Finally we were taken to the packing section where the packaging of different sizes of mattresses was shown. With this the factory tour came to an end.

PHOTOS



STUDENT LIST

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REPORT ON INDUSTRIAL VISIT TO KLENE PACKS, HASSAN

PARTICULARS

A visit to Klene Packs, was organized by Department of BBA for VI Semester A Batch Students on 12th March, 2025. The students along with Assistant Professor Gayathri N Rao started from college at 07:00 AM and reached the Industry by 12:00 PM.

OBJECTIVES

- To understand the process of making durable packaging
- To know government policies and its application in ploy sack industry
- To understand exporting procedure and distribution channels and network building
- To learn about sourcing and branding of products

ABOUT KLENE PACKS



Klene Paks Limited is a company that manufactures and exports woven fabrics, sacks, and other products. It was founded in 1971 by Krishnan and is headquartered in Bangalore, India. Klene Paks operates its business through 6 manufacturing plants and 50 warehouses across India

Klene Paks is India's Largest Manufacturer and Exporter of PP/HDPE Woven Fabrics and Sacks, Leno Fabric and Sacks, Tarpaulins, PP Box Strap, PP Multi Filament Yarn, HDPE Fibrillated Yarn, Bag Closing Yarn, HM/HDPE Film, Multilayer LDPE Films, Stretch Films, Shrink Films, Mulch Films, HM Liners, Courier Pouch Films and Films using Reprocessed Plastics and Natural Additives/Fillers, Eco-Adhesive Tapes and Eco Printable Fabrics amongst many more products

OUTCOME

- The tour started with the introduction of the company and its milestone.
- And students were later taken to process of production it began by utilizing various types of raw granules, which are melted at high temperatures to form sheets.
- These sheets are then cut into thin threads that are collected into yarn.
- The yarn is subsequently fed into sewing machines, where it is woven into the desired sacks. This process is similarly applied to other products.
- For plastic covers, the process begins with melting the material. Next, it is pressed into thin sheets and subsequently cut to the required sizes.
- Post visit students met HR and Supply Chain team had interactions and cleared their queries.

PHOTOS



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REPORT ON INDUSTRIAL VISIT TO REITZEL INDIA PVT LTD , BANGALORE

PARTICULARS

A visit to Reitzel India Pvt Ltd , Kunigal was organized by Department of BBA for VI Semester B Batch Students on ^t 28th April 2025. The students along with Assistant Professor Ullekha Jain started from college at 08:30 AM and reached the Industry by 10:30 AM.

OBJECTIVES

- To understand market of western pickles and its marketing strategies
- To know the production process, its precautionary and safety measures
- To understand seasonal business and its operations
- To know raw material handling, procurement and

ABOUT REITZEL

Reitzel India is a subsidiary of the Swiss company Reitzel, which specializes in pickles and condiments. Founded in 1909 in Switzerland, Reitzel expanded its operations to India in 2005, establishing a state-of-the-art facility in Kunigal, Karnataka. The company is known for producing high-quality pickled gherkins, peppers, and baby corn, infused with various flavors under the Hugo Reitzel brand.

Reitzel India emphasizes clean-label products, meaning their pickles are free from artificial ingredients and preservatives, aligning with their commitment to healthy living. Their facility spans 11 acres and follows stringent food safety and hygiene standards, ensuring total traceability from seed to fork.

OUTCOME

- The visit to Reitzel India Pvt. Ltd., a global pickle manufacturer, provided students with valuable insights into its production process.
- While the company operates internationally, its Indian facility focuses solely on manufacturing, primarily serving European markets.
- Students observed the manufacturing of pickles gaining firsthand exposure to production techniques, quality control, and international distribution.
- Students had a discussion and Q & A with HR Head
- The visit offered an informative experience, enhancing their understanding of food processing and export-oriented business models.

PHOTOS



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REPORT ON INDUSTRIAL VISIT TO VRL LOGISTICS, BANGALORE

PARTICULARS

On 24th July 2025. An Industrial Visit to VRL Logistics Limited was organized by Department for V and I Sem the students of KLE Society's BBA college, Nagarbhavi The visit was led by Assistant Prof. Anupama Hampannavar . The students, along with the faculty departed from college at 9:00 am. And arrived at the factory at 10:00 am. On arrival,

they were welcomed by the factory Coordinator. He then introduced the company to the students and prepared for the tour of the facility.

OBJECTIVES

- To understand the real-world functioning of logistics and transportation operations.
- To bridge the gap between theoretical learning and practical industry experience.
- To observe the use of technology in fleet management and cargo tracking.
- To study the organizational structure and management practices at VRL Logistics.
- To explore career opportunities in logistics and supply chain management.

ABOUT VRL LOGISTICS

VRL Logistics Limited is a prominent logistics and transportation company based in India. Founded in 1976 by Dr. Vijay Sankeshwar, VRL has grown into a nationally renowned company. VRL is noted for being the largest fleet owner of commercial vehicles in India, with 6,177 owned transport vehicles. The company operates in 24 states and 5 Union Territories, providing services such as parcel delivery, full truckload services, courier services, and 3PL (Third Party Logistics) and warehousing solutions. VRL ensures the safety and reliability of its services, aided by state-of-the-art vehicle maintenance facilities and in-house software for real-time data analysis. Apart from logistics, VRL also has a strong presence in the passenger transportation and travel industry, operating a large fleet of buses. VRL prioritizes environmental sustainability, incorporating practices such as effluent treatment and rainwater harvesting, and continuously adopting technological innovations

OUTCOME

- The factory tour began at 10:30 am. Firstly the Coordinator briefed us about VRL Logistics, he spoke about the history, how it started and gave the complete business overview. During the industrial visit to VRL Logistics, students observed various departments. They toured the HR department, the weighing section, and the fueling section. Additionally, students learned how VRL Logistics segregates goods according to different states and cities
- Students gained practical knowledge of logistics, transportation, and supply chain operations.
- They understood how technology supports real-time tracking and efficient fleet management.
- The visit enhanced their understanding of coordination between departments in a large organization.
- Students developed awareness of safety measures and sustainability practices in logistics.
- The experience improved their analytical and problem-solving skills through real-world observation.
- It inspired interest in pursuing careers and internships in the logistics and transport sector.

PHOTOS





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REPORT ON INDUSTRIAL VISIT TO ORGANIC MANDYA, TIPTUR - MANDYA

PARTICULARS

On 25th July 2025 an Industrial visit to Organic Mandya was organized by Department of BBA for III Sem BBA students. The visit was led by Assistant Prof. Tejaswini K. Students started from college at 8:00 am. The students, along with the faculty arrived at Organic Mandya at 10:00 am. On arrival, they were welcomed by the Coordinator. He introduced the company to the students and prepared for the tour of the facility.

OBJECTIVES

1. To understand the business model and operational structure of a successful organic enterprise.
2. To learn about the processes involved in organic farming, production, packaging, and retailing.
3. To study how Organic Mandya integrates farmers, consumers, and sustainability practices.
4. To explore marketing and branding strategies used to promote organic products.
5. To gain insights into entrepreneurship, leadership, and social responsibility in agribusiness.
6. To bridge the gap between classroom learning and real-world business practices

ABOUT ORGANIC MANDYA

Organic Mandya is a social impact company dedicated to promoting sustainable organic farming and improving the livelihoods of local farmers in Mandya, Karnataka. Their mission is threefold: to support farmers in generating a sustainable income, provide consumers with 100% pure organic food, and make Mandya a chemical-free district.

Founded with the vision of transforming conventional farming into organic agriculture, Organic Mandya works closely with farmers, encouraging them to adopt eco-friendly practices that preserve soil health and reduce water pollution. They also operate retail outlets that offer certified organic products, ensuring consumers receive high-quality, chemical-free food.

The initiative has had a significant social impact, helping farmers transition to organic methods while fostering a healthier environment for future generations.

OUTCOME

The visit began at 10:45 am with an informative session where experts explained the importance of organic farming and its benefits for health and the environment.

Following this, the students embarked on a factory tour, gaining firsthand insights into the production process. They observed how organic products are carefully processed and packed, ensuring quality and sustainability.

After the factory visit, they visited the organic farms, where they saw sustainable farming practices in action, including composting, natural pest control, and soil enrichment techniques.

1. Students gained practical exposure to the functioning of an organic business ecosystem.
2. They understood how sustainable and ethical practices can be integrated into business operations.
3. The visit enhanced their knowledge of supply chain management in organic food products.
4. Students learned the importance of brand positioning and customer trust in organic markets.
5. It encouraged entrepreneurial thinking and awareness about rural development initiatives.
6. The experience strengthened students' interest in agribusiness, sustainability, and start-up culture.

PHOTOS



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REPORT ON INDUSTRIAL VISIT TO TOYOTA KIRLOSKAR MOTORS, BIDADI

PARTICULARS

On 7th August 2025 an Industrial visit to Toyota was organized by Department of BBA for the students of V Sem B Batch KLE Society's BBA college, Nagarbhavi. The visit was led by Assistant Prof. Kavyashree. The students, along with the faculty arrived at the factory at 10:30 am. On arrival, we were welcomed by the factory Coordinator. He then introduced the company to the students and prepared for the tour of the facility

OBJECTIVES

1. To understand the automobile manufacturing process and the implementation of Toyota Production System (TPS).

	- To observe lean manufacturing techniques such as Just-In-Time (JIT) and Kaizen (continuous improvement) in real operations. - To study the company’s organizational structure, work culture, and quality management practices. - To gain insights into supply chain management and vendor coordination in the automotive industry. - To understand how automation and technology contribute to efficiency and safety in manufacturing. - To connect classroom learning with real-world industrial practices, enhancing practical understanding and employability.
	ABOUT TOYOTA KIRLOSKAR MOTORS Toyota Kirloskar Motor Private Limited (TKM) is an Indian joint venture between Toyota Motor Corporation (89%) and Kirloskar Group (11%), for the manufacture and sales of Toyota cars in India. The headquarters are located in Bidadi, Karnataka, near Bengaluru. Toyota Motor Corporation entered India in 1997 in a joint venture with the Kirloskar Group. Toyota Motor Corporation (TMC) holds 89% of the share and the remaining 11% is owned by Kirloskar Group.^[6] It is based in Bidadi, Karnataka, near Bengaluru. The company released its first product in the Indian automotive market with the launch of the Qualis in 2000. Occupying the multi utility vehicle (MUV) segment, sales of the model grew within a short span of 2 years to capture 20 per cent market share from established local manufacturers such as Mahindra and Tata Motors. In 2002 and 2003, Toyota introduced the Camry and Corolla respectively. In 2005, TKM launched the Innova to replace the Qualis, which is based on a modern IMV platform. Later, new models were introduced including the IMV series Fortuner SUV in 2009 and Hilux pickup truck in 2022. To support the new products, the sales and service network was developed further from 22 outlets in 2000 to 166 in 2011, and 359 in 2019.^{[7][8]} Under the Entry Family Car (EFC) project, TKM started producing the Etios in 2010 as the company's first entry-level model. Production of the vehicle created more than 2,000 jobs at TKM's newly-built second plant and approximately 500 jobs at Toyota Kirloskar Auto Parts Private Limited. In 2017, Toyota introduced its luxury brand Lexus in the country. The factory tour began at 10:45 am. We began our visit to Toyota Kirloskar with a brief introduction to the company and its operations in India. The students were divided into two groups and taken on a guided tour of the assembly plant, where we observed the production of models like the Innova, Fortuner, and HyCross. The tour showcased various stages of the manufacturing process, including robotic welding, painting, and detailed inspections. We also saw the fitting of components such as doors and sunroof panels, followed by the final water pressure testing to ensure there were no leakages. After the plant tour, we were transported via a shuttle bus to Toyota’s Eco Park, passing by the expansive vehicle dispatch yard where cars were ready for delivery to dealers across the country. The visit concluded with a group photo, capturing the essence of an insightful and engaging experience. - Students acquired first-hand exposure to large-scale automobile manufacturing processes. - They understood the application of lean principles and how continuous improvement drives productivity. - Gained awareness of corporate social responsibility (CSR) and environmental sustainability practices followed by Toyota. - Improved understanding of teamwork, discipline, and workplace ethics within a global manufacturing setup. - Learned about career opportunities and skill requirements in the automotive and manufacturing sectors. - Developed a broader perspective on global business operations and Japanese management philosophy.
	PHOTOS



STUDENT LIST

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21	U03FS23M0083	Naveen E
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24	U03FS23M0086	Monisha K Gowda
25	U03FS23M0090	Harshitha G R
26	U03FS23M0096	Poornima G
27	U03FS23M0099	Tejas R
28	U03FS23M0101	Chandushree R
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