

School of Management Sciences

Report on Industrial Visit to Masqati Dairy Products Pvt Ltd, Hyderabad.

Date: 12th July, 2025

The School of Management Sciences has organized one day Industrial visit to **MASQATI DAIRY PRODUCTS PVT LTD**, for I MBA II SEM Students on 11th July 2025 located in Hyderabad, Telangana, India. The objective of the industrial visit is to enhance the practical stimulation and help students gain first-hand information regarding functioning of the industry, which presents the students with opportunities to plan, organize & engage in active learning experience both inside and outside the classroom.

A total of 56 students of MBA I year II Semester were attended the visit accompanied by four faculty members guiding students about the visit started at 10:00 A M in the college and reached the facility by 11:00 AM. The MASQATI visit is intended to serve as an opportunity highlighting the practical aspects of dairy production and the overall functioning of a leading dairy enterprise. This visit will enable students to witness the dairy production processes and gain insights into the company's operations, which include milk processing, product manufacturing, and quality assurance. Participants will obtain hands-on knowledge about the industry, covering elements such as packaging, labeling, and various production methods. Masqati Dairy Products utilizes a multi-channel distribution strategy to reach consumers. Their products are available through traditional retail channels like grocery stores, supermarkets, and malls, as well as through their own "Executive Milk Booths". They also have a presence in the online retail space.

The faculty and students thanked the concerned Personnel and returned to the college by 2:30 P M.

Faculty Co-Ordinators

Dr.P.Meena Kumari
Dr.V.V.Y.R.Tulasi,
Mrs.A. Sridivya,
Mrs.M.Swathi

Student Co-Ordinators

Mr.Srikanth
Mr.A.Vikas
Ms. Yamini
Mrs.Sneha



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