



Swavalamban, The Startup Club Aryabhatta College University of Delhi

PRESENTS

Industrial Visit to Coca-Cola Happiness Factory 24th February 2024

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Industrial Visit

Date of Visit: 24-02-2024

Company: **Coca-Cola** Happiness Factory

An industrial visit to "**Coca-Cola** Happiness Factory Moon Beverages Ltd" Greater Noida, Uttar Pradesh was successfully organized by The Startup Club, Aryabhata College on Saturday 24/02/2024.

This visit was organized with the aim of enhancing our understanding of manufacturing sector, as well as to gain practical insights into the operations and processes involved in beverage concentrates and syrups and finished beverages.

In this report, we will provide a detailed overview of the company's operations, technological advancements, workforce management and any other pertinent aspects witnessed during our time on-site.

This report encapsulates our observations, reflections, and analyses garnered during the visit. Moreover, this report not only serves as a documentation of our visit but also as a repository of knowledge for our peers, educators, and stakeholders interested in understanding the dynamics of manufacturing sector.

It is our endeavour that the insights shared herein contribute to the enrichment of academic discourse and industry practices alike.

Company overview

The Birth of a Refreshing Idea

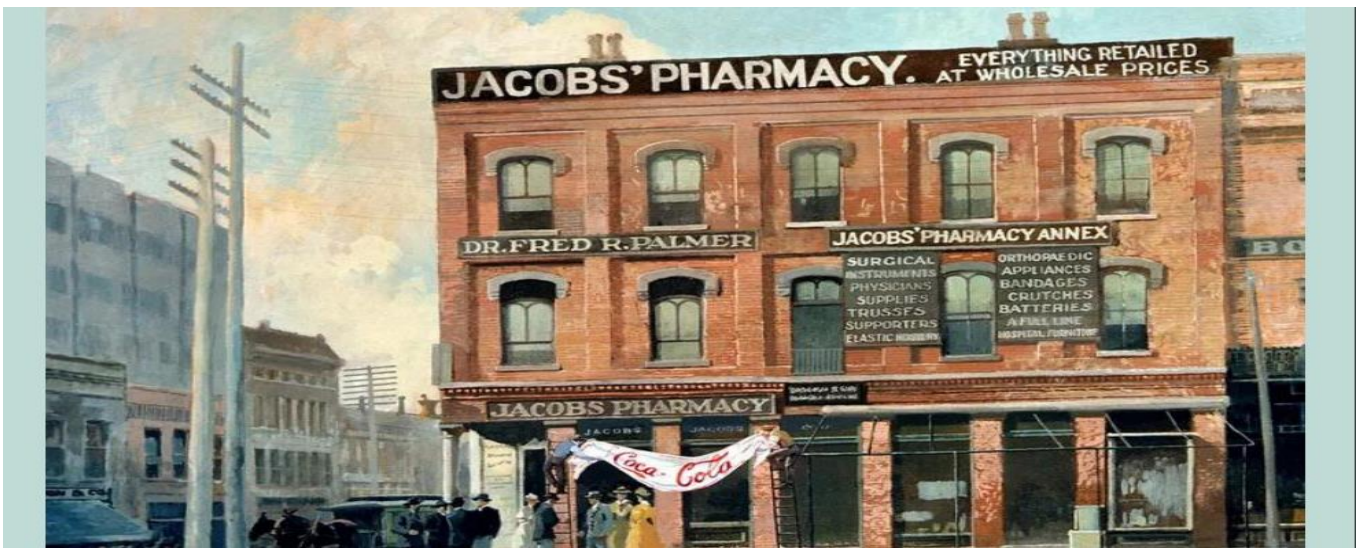
The product that has given the world its best-known taste was born in Atlanta, Georgia, on May 8, 1886. Dr. John Stith Pemberton, a local pharmacist, produced the syrup for Coca-Cola, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was sampled, pronounced "excellent" and placed on sale for five cents a glass as a soda fountain drink. Carbonated water was teamed with the new syrup to produce a drink that was at once "Delicious and Refreshing," a theme that continues to echo today wherever Coca-Cola is enjoyed.



Dr. John Pemberton - " a local pharmacist, produced the syrup for Coca-Cola, and carried a jug of the new product down the street to Jacobs' Pharmacy, where it was sampled, pronounced "excellent" and placed on sale for five cents a glass as a soda fountain drink."

Thinking that "the two Cs would look well in advertising," Dr. Pemberton's partner and bookkeeper, Frank M. Robinson, suggested the name and penned the now famous trademark "Coca-Cola" in his unique script. The first newspaper ad for Coca-Cola soon appeared in The Atlanta Journal, inviting thirsty citizens to try "the new and popular soda fountain drink." Hand-painted oilcloth signs reading "Coca-Cola" appeared on store awnings, with the suggestion "Drink" added to inform passersby that the new beverage was for soda fountain refreshment. During the first year, sales averaged a modest nine drinks per day.

Dr. Pemberton never realized the potential of the beverage he created. He gradually sold portions of his business to various partners and, just prior to his death in 1888, sold his remaining interest in Coca-Cola to Asa G. Candler. An Atlantan with great business acumen, Mr. Candler proceeded to buy additional rights and acquire complete control.



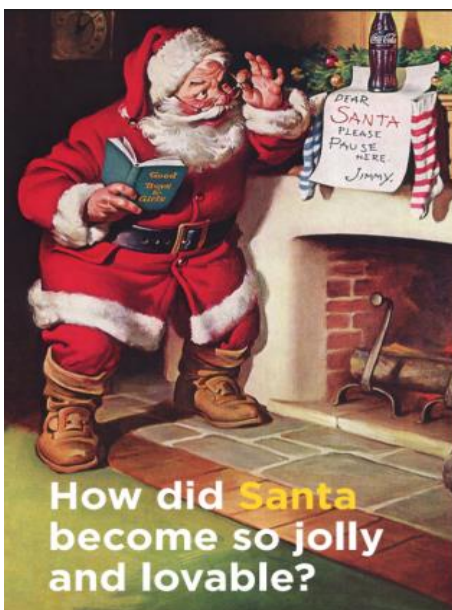
Coca-Cola's First Bottle



One of the most famous shapes in the world is the iconic contour fluted lines of the Coca-Cola bottle. Renowned as a design classic and described by noted industrial designer, Raymond Loewy as the “perfect liquid wrapper,” the bottle has been celebrated in art, music and advertising. When Andy Warhol wanted a shape to represent mass culture, he drew the bottle and when Volkswagen wanted to celebrate the shape of the Beetle, they compared the car to the bottle.

How did the bottle become so Iconic?

It began with the desire to protect brand Coca-Cola and was a cooperative project between The Coca-Cola Company and its bottlers.



How did Santa become so jolly and lovable?

The Coca-Cola Company began its Christmas advertising in the 1920s in an effort to increase sales during the slower winter months. Several different images of Santa were used, but none proved to be popular with consumers until 1931. That year, Archie Lee, an advertising executive for Coca-Cola, commissioned illustrator Haddon Sundblom to paint a Santa that was both wholesome and realistic. Sundblom looked to the Clement Moore poem “A Visit From St. Nicholas” and his own Scandinavian heritage to create the big, red, jolly vision of Santa that the Company used for more than 30 years.

The Company commissioned Sundblom to paint Santa for the last time in 1964, but by then, the popular image of Santa was the Coca-Cola Santa Claus.

At Coca-Cola Happiness Factory (Museum) Greater Noida, experience the history of the world's most famous beverage brand at the dynamic, multimedia home of the more than 130-year-old secret formula for Coca-Cola.

Coca-Cola happiness factory have very neat and clean environment. We get closer than even before to the coca cola vault, but it was the replica of the real vault.

The Real Vault is placed in the Guaranty Bank in New York The formula was kept in a vault at the Guaranty Bank in New York until the debt was paid off in 1925 when it was transferred to the Trust Company Bank (now SunTrust) We get an inside look at the bottling process and we also got a chance to hug and have picture with the very friendly 7-foot -tall Coca-Cola Polar Bear.

COCA-COLA REPLICA VAULT



COCA-COLA POLAR BEAR



Key Observations About Happiness Factory

1. Very Attractive Interior:

- All items displayed in the factory exhibit considerable allure, with many following a colour scheme reminiscent of Coca-Cola.
- For instance, there was a room dedicated to showcasing a brief informative video about the history and evolution of Coca-Cola.
- The seating arrangements were adorned in vibrant Coca-Cola hues, complementing the overall pristine white interiors.
- The entirety of the interior design was undeniably captivating.

2. Social Welfare:

- Coca -Cola company also do many projects related to social welfare and do for the development of society and rural areas too.
- Help women and make them independent.

- Also help specially abled children.
- They show all their achievements through props and posters.

3. **Water Return:**

- Coca-Cola utilizes a significant amount of water in its production process.
- This water undergoes extensive treatment through multiple stages to achieve purity, which is then incorporated into Coca-Cola and other beverages manufactured by the company.

MANUFACTURING OF COCA-COLA

1. CIP PROCESS



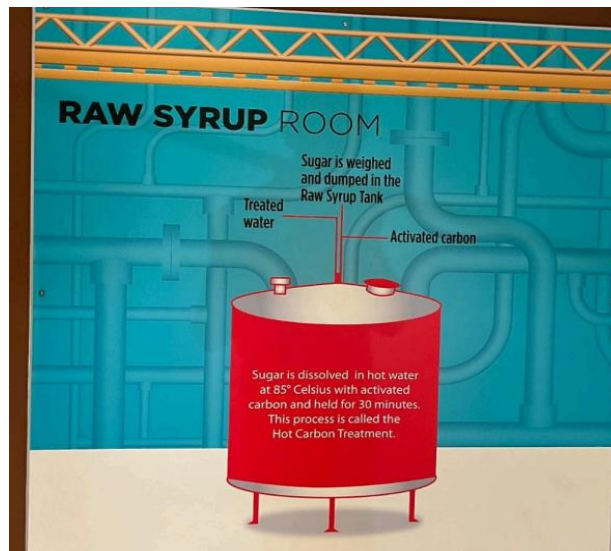
- Before and after any production runs, all the filling line are cleaned internally without dismantling-this process is called **clean in place (CIP)**.
- CIP consist of extensive 5 steps and 7 steps cleaning cycles including hot water, hot caustic and treated water rinse, to ensure complete food safety and hygiene.

2. READY SYRUP ROOM



- In this Room, they add treated water and the secret solution of n which comes in small bottle and add beverage-based ingredients.

3. RAW SYRUP ROOM



- This is the last step in raw syrup room in which the syrup is filtered to remove all impurities and a clear liquid is obtained and further transferred for another process
- All the impurities are removed and is cooled at 25-30 Celsius.

4. BLENDING ROOM:



- There are only two steps involved in the blending process, but they hold great significance.
- After all the ingredients are mixed, added, and treated, the final crucial step is thorough mixing.
- For this purpose, large jars or very big blenders are used to ensure a well-mixed solution.
- Following this, the mixture undergoes homogenization. Coca-Cola offers various drinks such as Maaza, Fanta, and Sprite, each requiring separate tanks.
- It's noteworthy that all these tanks undergo thorough cleaning between uses.

5.CANLINE



- The cans undergo a detection process to identify any low fills, marking the final step of the production line.
- At this stage, all cans are filled, and any defective ones or those with issues are automatically identified.
- Following this, the temperature of the cans is lowered, and they are packed into boxes for distribution.

FACTS AND LEARNINGS FROM COCA-COLA VISIT

- During the Coca-Cola industrial visit to the "Happiness Factory" in Noida, our guide expertly navigated us through the intricacies of large-scale manufacturing.
- The integration of state-of-the-art technology, including precision bottling and packaging machinery like the automated bottling line and robotic palletizers, showcased the pinnacle of efficiency in the production process.
- The guide's narrative on the automated systems, featuring machinery like robotic arms and PLC controlled conveyors, underscored the importance of staying abreast of technological trends for students in my field. This firsthand experience highlighted the fusion of cutting-edge automation and human expertise, a crucial aspect of modern manufacturing.
- Furthermore, our guide shared insightful facts about Coca-Cola's sustainability initiatives, detailing eco-friendly packaging materials and waste management processes.
- This practical demonstration of environmental responsibility resonated deeply with my studies, emphasizing the growing importance of sustainable practices in business operations.
- The guided tour provided a detailed exploration of the dynamic beverage industry, bridging theoretical knowledge with hands-on exposure to cutting-edge technologies and sustainable practices.

CONCLUSION

- The Industrial Visit provided an invaluable opportunity to witness firsthand the operations and processes of "Coca-Cola".
- Through engaging tours, insightful discussions, and interactive sessions, we gained a comprehensive understanding of the intricacies involved in the production process of Coca-Cola and how their machinery works.
- The facts and history behind the introduction of Coca Cola in manufacturing industry and how it emerged as one of the largest beverage Manufacturer with 3900+ products and 500+ brands associated with it and how it has become one of the most successful brands in marketing history.



List of Attendees:

1. Rupali Patil
2. Darren John
3. Saurav Kumar
4. Prerak Gambhir
5. Akshat Jain
6. Mahak Silu
7. Divit Jain
8. Gunjan Goel
9. Lakshya
10. Abhishek Jaiswal
11. Sneha Chawla
12. Amitabh Kaushal
13. Suraj Kumar
14. Aditya Vaswani
15. Sujanya Gupta
16. Rishi Agarwal
17. Mamta Yadav
18. Kshitiz Aggarwal
19. Vaibhav
20. Shresth Khandelwal
21. Lakshya Agarwal
22. Tejasvi
23. Sakshi Sachdeva
24. Riya
25. Adarsh Singh Rathore
26. Prabhat Yadav
27. Sourabh
28. Vanshika Gahlot
29. Prachi Goyal