



BON SECOURS ARTS AND SCIENCE COLLEGE FOR WOMEN.

(Affiliated to Mother Teresa University, Kodaikanal) Madurai
main road, Begampur (PO), Dindigul – 624 002.

DEPARTMENT OF COMMERCE

INDUSTRIAL VISIT REPORT

A complete report on industrial visit organized by **BON SECOURS ARTS AND SCIENCE COLLEGE FOR WOMEN DINDIGUL**, for the students of final year Commerce in order to get the practical knowledge about process and production technology of Naga private limited, Dindigul.

On 6th October 2023, we visited Naga private limited, Dindigul at 10 am. We all visited the II unit of Naga Private Limited. Mrs. Sudha, Production Manager, she also explained one by one the production process of Savorit foods.

Next, we visited Naga private limited I unit. Mr. Arumugam, chief marketing executive officer explained the historical back ground about Naga Company. He gave useful information about the company products. He is asked some questions to our students. Our students eagerly participated in the session and answered the question. They also got some gifts hampers.

Finally the trip ended at 2pm.

COMPANY PROFILE

With a foundation in the wheat flour trade and flour milling, Naga Limited has spent the last 50+ years growing into a diversified company with divisions that serve the detergents, minerals, and power, retail, property, logistics, and food businesses. Throughout Naga's history, its flagship company has been and remains Naga Limited Foods.

The Naga Mills division has 5 wheat flour mills with a totally daily milling capacity of 850 tons per day. The company's milling activities have been consolidated into a single strategically located campus in Dindigul, Tamil Nadu, India. Apart from Dindigul, Naga expands its capacity 200 tons per day in Aruppukottai.

When Kollur Sreenivasan started his trading business, wheat flour was either imported or brought a great distance from Mumbai, India. Sreenivasan was the local agent of the "Anchor" brand of wheat flour. Due to some misunderstanding with the promoter, he decided to build a flour mill himself.

In 1962, with the commencement of operations at the first flour mill in Chennai, India, Shri Kollur Sreenivasan made the transition from a trader to an industrialist. He was quick to capitalize on the misfortune of the local competition and flexible enough to take advantage of business opportunities.

Within the first 25 years of business, he expanded his production to seven mills in three locations. Over the next 25 years, the company diversified into detergents, minerals, retail, bakery divisions and much more.

Wheat storage is done in silos. Silo complex stores 64,000 tons of wheat, the largest in India increasing efficiency in wheat handling. Naga Foods finished products include sooji, maida, whole wheat flour and bran.

Naga's portfolio includes brands such as Naga, Amman, Perumal, Kovil, Diamond, Jupiter, and Mercury and Red hills. At present Naga is planning to diversity in specialty flours

Naga's sales are structured through five channels: retail, bulk, institutional, export and government. Retail covers the small packages ranging from 200 grams to 10 kilograms, which are sold for household consumption through the retail outlets.

Bulk covers the packages from 10 Kgs, 25 Kgs, 50 Kgs, 90 Kgs, which are sold for Hotel, Bakery, etc. Consumption through its Strong 650 Plus Stockiest Network.

Presently, Naga's distribution is reaching the top 46,000 retail outlets in the A&B segments. NAGA Foods Division uses its own 100% captive power from windmills.

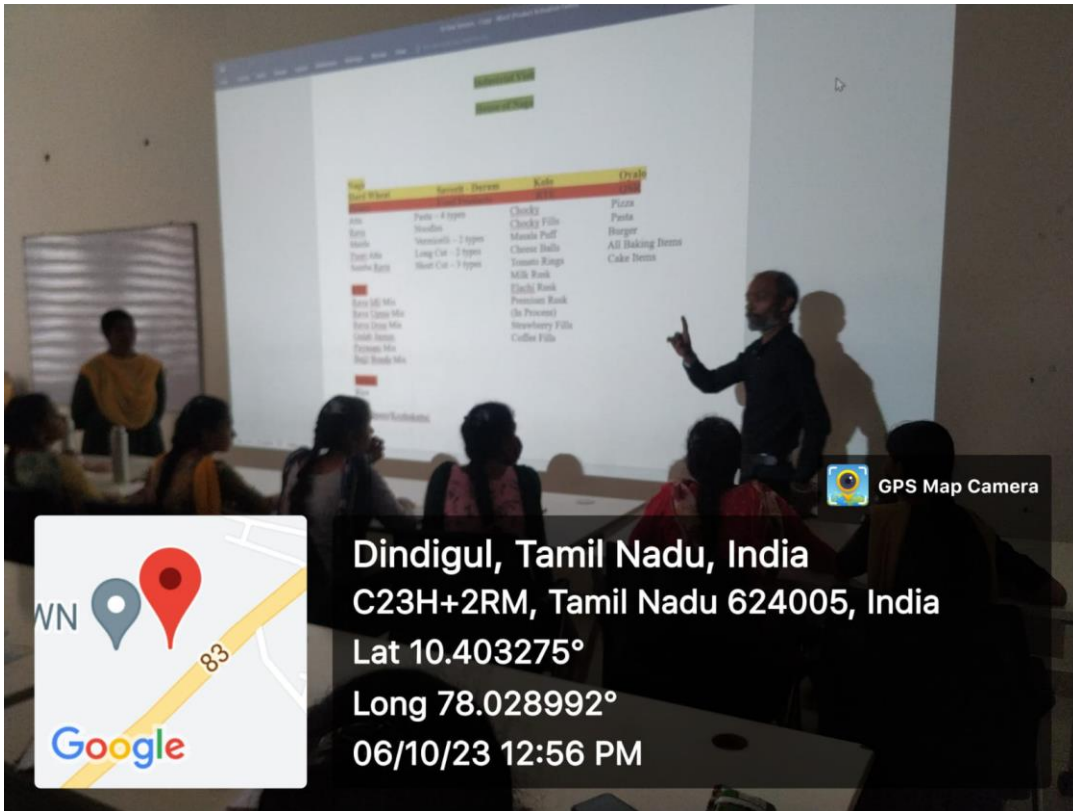
GROUP OBSERVATION

- This Industrial visit was very helpful in our future practical life and brought a positive change in our thinking.
- Practical knowledge about the advancement in technology of machines.
- Information on different parts & use of machines with multiple cutting tools.
- Our students know the management of manpower and machines in the industry.

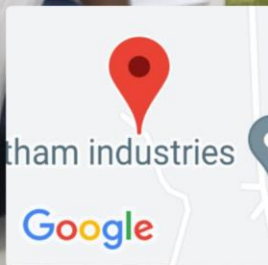
INDUSTRIAL VISIT PHOTOS



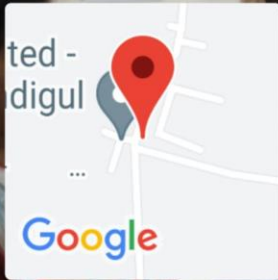




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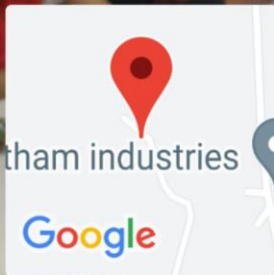
Padiyur, Tamil Nadu, India

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Dindigul, Tamil Nadu, India

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