



MBA industrial visit - ACTIVITY REPORT

Name of the Activity	MBA industrial visit	
Date and Time of Activity	11-04-2025	10:00AM to 04:00 PM
Details of Participants	All staff and Students	
Organizing Dept./Support System	Mba dept	
Description	<p>Executive Summary</p> <p>The MBA cohort visited Masqati Dairy Products Limited (MDPL) on 11 April 2025 to gain first-hand exposure to large-scale dairy operations and allied managerial functions. MDPL processes $\approx 150,000$ L of milk per day and markets over 400 product variants, supported by world-class machinery and an extensive cold-chain fleet. (masqati.com) The guided tour, led by Production Supervisor</p> <p>Mr Yugendar , covered the complete value-chain from raw-milk intake to final dispatch. Students observed modern equipment—including HTST pasteurizers, high-pressure homogenisers, continuous ice-cream freezers, automated pouch fillers, and CIP stations—and interacted with senior managers from Production, Quality, HR and Marketing.</p> <p>Objectives of the Visit</p> <p>Correlate classroom concepts of operations management, supply-chain logistics, quality assurance, marketing strategy, and human resource practices with real-world execution. Understand the process flow and automation in a modern dairy plant. Appreciate food-safety regulations (FSSAI), HACCP standards, and sustainability initiatives in the dairy sector. build industry — academia linkage and explore internship/career avenues.</p> <p>Company Profile</p> <p>Masqati Dairy Products Limited was founded in 1965 by Late Ibrahim Bin Abdullah Masqati and has since become a reputed brand across Telangana and adjoining states. Key facts:</p> <p>Daily throughput: ~ 150 k L of raw milk</p> <p>Product portfolio: Fresh milk, flavoured milk, curd, butter, paneer, ghee, khowa, ice creams, sweets, namkeen — 400+ SKUs</p> <p>Infrastructure: 130-acre integrated dairy farm, ISO 22000 & FSSAI certified</p>	

processing facility, 110+ specialised machines. (masqati.com, masqati.com)

Detailed Observations

Milk Reception & Quality Control

Automatic weight-bridge and Bactocount rapid analyser ensure raw-milk quality.

Plate chillers cool milk to 4 °C within 10 min to inhibit bacterial growth.

Pasteurisation & Homogenisation

Two HTST pasteurisers (10 k L h⁻¹ each) operate at 72 °C for 15 s.

A 3-stage high-pressure homogeniser (2,500

Photos





