



Date: 16<sup>th</sup> September, 2022

**Industrial Visit – Phoenix Market City (15<sup>th</sup> September, 2022)**

Students of Retail Management program visited retail giant Best Price, Phoenix Market City in Pune, where they got hands-on experience of the retail world and insight and feel of Retail Marketing? The aim of visit was to see the retail activities of Phoenix Market City.

Phoenix Market city Pune is an integrated mixed-use development incorporating Shopping, Dining, Movies, Entertainment and much more that delivers a holistic lifestyle and leisure experience.

“The Phoenix Mills Ltd.” is a holding company for “Island Star Mall Developers Pvt. Ltd”.

In the morning 06.45 am we started out journey from our college. We reach there at 10.00 am and Mr. Sandip Singh welcomed us. They showed us overview of what information we are getting today? After this overview they divided students into two groups, one is headed towards west end and other towards south end. Mr. Sandip Singh and Mr. Phushkar collectively inform their groups that each of the floors is designed to complement the different offerings and brands. The retail zone of mall reflects edgier and energetic styles of casual and sports labels and an array of beauty services and lifestyle products. It also reflects the chic and sophisticated styles of international labels. **Food Court** and **Entertainment zone** features formal, casual and chill-out dining experiences as well as essentials that complete the shopper's lifestyle needs. Students asked number of questions about retail mix and Mr. Sandip Singh and Mr. Pushkar satisfied the students questions.

After that we allowed students to take glimpse of mall and students asked the question to the shopkeepers of their selling strategies and requirement of products in the market etc. Students purchased numerous products and enjoyed a lot over there.

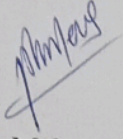
We thanked Mr. Mahesh Petro (Operation Head) Mr. Sandip Singh and Mr. Pushkar for giving access to mall and giving valuable support to us. In their speech they told us that they aim at delighting customers with the right brand mix and a wide range of services. It is the only **premium shopping mall in Pune** to have such a right zoning and right retail mix.

All the students were very happy during the visit because they got knowledge of retail industry and marketing. There was a very good response from students. In all 66 students participated in the mall visit.

It was an intuitive visit and a great learning experience to understand the nuances and realities of the shop floor, which in itself is a rare exposure. Prof. Mahesh S. Phule organized the visit & Mr.

Sudhakar Tambe and Mrs. Anurag C. Desai guided the students throughout the journey.

We express our special thanks to Dr. Chandrashekhar V. Murumkar Principal, for permitting to visit to Phoenix Market City, Pune and inspiring every time. We also thank to Dr. Ramchandra Sapkal for his kind support and valuable guidance.

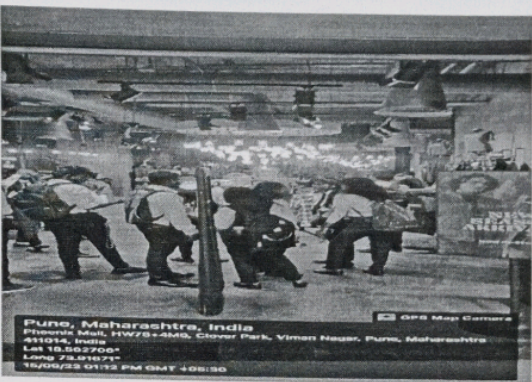
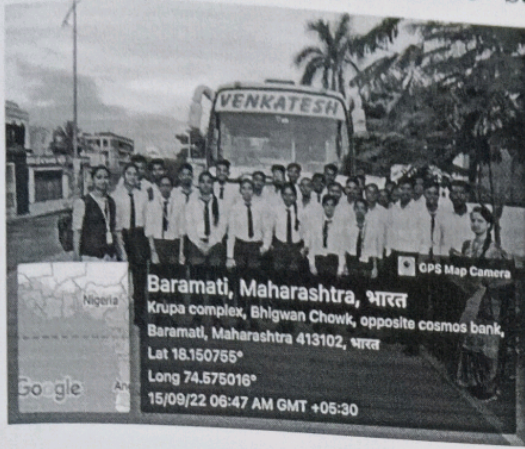


Prof. Mahesh S. Phule

Coordinator



**Industrial Visit – Phoenix Market City, Pune**  
**15<sup>th</sup> September, 2022**





Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati  
Department of B.Voc Retail Management

Industrial Visit – Phoenix Market City, Pune  
Expenses Details

Sr. No.	Name	Bank Details	Amt
1	Vankatesh Travels	HDFC Bank Branch- Baramati A/c No.- 50200070182015 IFSC Code- HDFC0002089	27,300/-
2	Mrs. Arpita Ameya Wagh (DA)	Axis Bank Branch-Baramati A/c No.- 918010091383544 IFSC Code- UTIB000135	125/-
3	Mrs. Sudhir Kisan Taware (DA)	Axis Bank Branch-Baramati A/c No.- 918010091383683 IFSC Code- UTIB000135	125/-
4	Mr. Archana Nitin Kadam (DA)	Axis Bank Branch-Baramati A/c No.- 918010091382884 IFSC Code- UTIB000135	125/-
		<b>Total</b>	<b>27,675/-</b>



Anekant Education Society's  
**Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati**  
**Department of B.Voc Retail Management**

Date- 9<sup>th</sup> February, 2023

**Report of an Industrial Visit at Mapro Food Park & Outlets"**

The Department of B.Voc Retail Management organized an Industrial Visit at Mapro Food Park, Wai on 9<sup>th</sup> February, 2023. The aim of visit was to see the production activities of Mapro products and also how they distribute the products across India, its marketing strategies, promotional activities etc. we thought if students see the production activity, then definitely, they may understand the products quality and knowledge.

In the morning 06.00 am we started out journey from our college. We reach there at 09.15 am and first we registered names of students and then entered in the Mapro Food Park. They showed us small two presentation of History of Mapro. In this history all the students knew about the products and its types. Second presentation was about a how they entered in the market and how they have captured the market and today they supply their products all over India.

After these presentations they showed their production plant. In that plant they make number of products like Chocolates, Crush, Jam, Syrup, Mazaana cashew etc. In this plant Mr. Pawar gave all the information of machine and its working detail to the students near about 30 minutes spent in that production unit. Students asked number of questions about production activity and Mr. Pawar satisfied the students' questions.

After the production visit all students gathered in a hall and Mr. Pawar talked about companies marketing strategies, promotion activities etc. also they have appointed distributors and dealers in each and every district of the country. Also they told about their supply chain management system to students because supply on time is very important in the business. They also told us their business doubled in the month of January to May. After that all students took taste of each and every product in the food park.

After the visit we went to Mahabaleshwar old temple we spent 15 minutes. Students purchased Mapro products and enjoyed a lot over there.

All the students were very happy during the visit because they got knowledge of production and marketing.

There was a very good response from students. In all 26 students participated in the Industrial visit. The entire industrial visit was coordinated by Prof. Sudhir Taware & Prof. Amruta Bapat and took efforts to make this visit successful.

We express our special thanks to Dr. Chandrashekhar V. Murumkar Principal, for permitting to visit Mapro Food Park and inspiring every time. We also thank to Dr. Ramachandra Sapkal sir for his kind support and valuable guidance.

*Phule*

Prof. Mahesh S. Phule  
Coordinator

