

Report on Industrial Visit

Company: Mondelez India Pvt. Ltd. (Formerly Cadbury India Pvt. Ltd.)

Location: Thane, Maharashtra

Introduction:

Industrial visit was carried out at Mondelez India Pvt. Ltd. (Formerly Cadbury India Pvt. Ltd.) on 11th March 2016 for MMS first year Operations Management students. The main objective behind the visit was to make students aware about how various activities related to Production of Chocolates are carried out in company and letting us know how the operations manager plays a vital role in decision making on the shop floor, during the manufacturing stage. We interacted with Mr. Nitin Waykule who took us around the factory and explained how various bottlenecks are removed to ensure consistent production.

Products: Cadbury dairymilk of 5 gms and 7 gms manufacturing.

Operations:

The Cadbury Chocolate Making Process

Company uses a raw material known as 'Cocoa'; this is brought from Cocoa Operations plant in Sennakalpalayam, Tamil Nadu.

Production starts at the Singapore cocoa factory where the top quality cocoa beans are processed to produce the cocoa mass which contains 53% cocoa and cocoa butter.

Fresh full cream milk is collected and condensed and transported to the factories. Sugar is added to the condensed milk with some of the cocoa mass, making a rich creamy chocolate liquid, which is then evaporated to make milk chocolate crumb.

As these ingredients are cooked together, the special rich creamy taste of Cadbury chocolate is produced. Each year, 22,000 tonnes of crumb is produced at Claremont to be made into chocolate.

On arrival at the chocolate factory, the crumb is passed through a pin mill and mixed with cocoa liquor and cocoa butter, as well as special chocolate flavouring. The amount of emulsifiers added depends on the consistency of the chocolate required. Thick chocolate is needed for moulded blocks, while a thinner consistency is used for assortments and covering bars.

Milk chocolate undergoes the production stages - refining, conching and tempering which produce the famous smoothness, gloss and snap of Cadbury chocolate.

Conching involves mixing and beating the semi-liquid mixture to develop the flavour, removing unwanted volatile flavours and reducing the viscosity and particle size.

Tempering is the final crucial and complex stage which involves mixing and cooling the liquid chocolate under carefully controlled conditions to ensure that the fat in the chocolate crystallises in its most stable form. Highly sophisticated machinery is used for these processes.

Tempered chocolate is poured into bar-shaped moulds, shaken (to make sure it fits the mould perfectly and to remove any air bubbles) and cooled, and then the moulded blocks continue to high speed wrapping packaging machines.

Quality checks are built in at the end of the production process before packing. The high tech machinery is able to automatically check unmoulded chocolate bars for appearance, shape and weight.

At most care was taken from hygiene point of view, so that best chocolate can be delivered to the customers.

Visited by:

Name of students :(1) Mr. Anirudh Patil (2) Ms.Binota Paul (3) Ms. Pornima Kale

Name of Faculty: Dr. Jyotsna Golhar, Assistant Professor, SIMSR



Picture: From (Lto R) - Ms. Binota Paul, Ms. Pornima Kale, Dr. Jyotsna Golhar and Mr. Anirudh Patil from SASMIRA's Institute of management studies and Research visited Mondelez India Pvt. Ltd.