

**Noble Group of Institutions  
Department of Management**

**A Summary Report on  
Industrial Visit to Everest Spices Pvt. Ltd-Mumbai  
On March 18, 2015**

Management Education equips students for their valuable contribution to the fast growing business world and in a way to the growth of the nation. Industrial exposure helps students to apply their class room learned concepts to the real world operations. With a view to enhance the applied knowledge of the students, on March 18, 2015, Department of Management of Noble Group of Institutions, Junagadh organized Industrial Visit to Everest Spices Pvt. Ltd . 42 students and 6 faculty members got an opportunity to visit Vikhroli – Mumbai plant of Everest, one of the largest automated spices plant in Asia.

Everest Spices Pvt. Ltd., established by Mr. Vadibhai Shah, a first generation entrepreneur and led by Mr. Rajiv & Sanjeev Shah, has grown as one of the leading brand name in the spices industry across India.

Through its strong distribution channel, the company is able to reach to the integral parts of the country. For more than 45 years, Everest has shaped the preference for branded spice in the country where home-made spice blends



were the norm since time immemorial. It is estimated that over 20 million households regularly use Everest spices that is available in around 4, 00,000 outlets in more than 1000

towns across India. The Management Students of NGI got an enormous opportunity to learn the operations and marketing strategies of the company.

The visit started with a brief introduction about the company by the company representatives, Mr. Navnath from Production department and Mr. Vishal Shah from the Administration Department. Mr. Subramani facilitated the approval of the visit. Then students were guided to the plant to witness the production system. The Everest Plant at Vikhroli- Mumbai has vertical production process layout in that process starts from the top fourth floor producing more than 170 spice blend variants. The top floor is like warehouse of the raw material where material is segregated and labeled according to the production line numbers. The third floor consists of the production lines having processes of grinding and mixing the blends of the spices. Whole floor is regulated by computer aided manufacturing devices and the highly automated processes are managed by only 3 to 4 employees of the company. The amazing thing is that even employees do not know the recipes of the spices blends as they are automatically combined and processed through machines only.

The second floor consists of Quality Assurance department when each batch samples are tested over the period of time to ensure highest levels of quality standards. The defected batch is out rightly rejected and no re-processing of defected material allowed. The department also works on new product development. The wonderful thing is the quality of raw material and the test of the new product is first checked by the management to ensure quality. The company is also following Six Sigma quality levels to surpass the existing quality levels and continuous improvement. The first floor contains packaging dispatching activities.

After completing the plant visit, the students got an incredible opportunity to have an interaction with Mr. Akash Shah, the Director and the future of the company. Mr. Shah amazingly





shared the growth story of the brand with the students. He also shared the future aspirations, branding strategies and promotional tool of the company. With a very friendly manner he resolved students' queries.

With the inspired and energized state, the students finished the visit with a token gift from the company side. NGI faculties also thanked the company representative for the extraordinary opportunity and presented the token of respect to them.