

## **SRIMCA –MBA, UKA TARSADIA UNIVERSITY**

### **Industrial Visit at Mapro Food Pvt Ltd. (11/12/2019)**

Department of Management, Uka Tarsadia University is known for its practical approach towards the learning and development of students. Industrial Visit focuses on preparing the students to learn about the day-to-day workings of a particular industry and understand its operational issues. The visit also helps the students to keep update regarding the current management practices followed by the organizations and acquire traits that the industry demands from them. Department of Management Organised Industrial Visit to Mapro Food Pvt Ltd on 11/12/2019. Total 79 FYMBA students and Four faculty members had visited Mapro Food Pvt Ltd



#### **Overview:-**

In 1959, Kishore Vora started operations in a small room, as a home business with a mutually beneficial relationship with the farmers to make strawberry jam for product sales. This eventually led to the launch of the Mapro brand in 1978. Started the first self-owned factory in 1989 and then set up state-of-the-art cold storage at Wai, in 2005, which is capable of precooling 20 MT of fresh fruits and produce chocolate. The company has grown organically over the last five decades with sustained profitability. Known for its quality and innovation, Mapro has been built on its founder's philosophy of developing products that are wholesome, nutritious, value-for-money, and imaginative.



### **A range of nutritive, lip-smacking products:-**

Mapro's portfolio of products provides a high quotient of natural fruit in the form of Jams, Fruit bars and chews, Syrups, Crushes, Squashes, and Dessert Toppings. Its range of premium products such as Thandai crush and Kesar syrup are made from the finest selection of exotic ingredients. Mapro's products are known for their wholesome taste and quality, as also their natural goodness and nutritive value.

Mapro was the pioneer of fruit-based confectionery in India, with its first jelly sweets being made from fruit juices and liquid glucose. The 'Falero' pulpy fruit chews, which are better known as 'pates de Fruit' in the rest of the world – are excellent exemplars of Mapro's very own Innovation Labs. Faleros come in unique indigenous flavours that are suited to the Indian palate, like Kacchi Kairi (Raw Mango), Alphonso Mango and Strawberry.

### **Export:-Markets**

Mapro are currently prevalent in the following countries:

- Fiji • Mauritius • Oman • Russia • UAE • Uganda • USA



## Products

Range of products available for exports in different variants.

Jams, Crushes, Squashes, Syrups, Toppings, Falero, Fruit Cube, Ready To Drink Etc.

**CSR:-Corporate Social Responsibility:** -at Mapro, Corporate Social Responsibility is part of the business.

During the year 2015, the Company contributed towards the Rural Development by providing water pipe line from Chandak gaon to Gulumb gaon under the scheme "Jalyukt Shivar Abhiyan" initiated by Government of India. This will help farmers and local community for supply of water. The contribution made by the Company will help in rural development of India. After leaving from industry we also explored nearby famous points of Mahabaleshwar.

