

Industrial Visit at Mapro Food Pvt. Ltd.

On 20th Oct. 2019



Mahabaleshwar-Panchgani is India's own strawberry county. Over 80 percent of the country's strawberries are grown here. In the midst of this beautiful landscape is situated the MAPRO FOODS PVT LTD. Mapro was founded in 1959, by Mr. Kishore Vora a pharmacist by profession. 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. The rise of modern retail has given Mapro a nationwide network. Company today has a processing capacity of 30000 MT per year.

Institute has organized industrial visit at Mapro Foods Ltd... Around 50 MBA students and three faculty members Dr. Asita Ghewari, Prof. Rajesh Londhe and Prof. Ashwini Chavan participated in the industrial visit. The aim of industrial visit is to study the manufacturing process and witness this courageous journey of entrepreneurship. The students were shown three short videos on the history and procedure of manufacturing different types of products of the company. Then the students were guided to watch the actual manufacturing units of the company. They witnessed first-hand, state-of-the-art production facilities used by Mapro to develop, produce, package, store and sell food products, to meet and exceed customers' expectations.

Students also visited the Mapro Garden to savor some of their yummy products. Students came back motivated on learning that entrepreneurs with a vision and commitment to customer satisfaction can be successful despite constraints. It is not without reason that Mapro has risen from a non-entity to India's largest producer of syrup, jams etc.

The industrial visit activity was coordinated by Dr. Asita Ghewari and Prof. Ashwini Chawan.



Product Category



Manufacturing Process



Bottling Process (Backward Integration)



Sauce Making Process



Start of Journey



Group Click at Mapro



Felicitation of Mapro representative by the hands of Dr. Bharat Kasar, Director