



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

School of Management Studies

Report on “Industrial Visit to Asian Granito India Limited”

1) Title of Event: Industrial Visit to Asian Granito India Limited

2) Type of Event: Industrial Visit

3) Date, Time and Venue of the Event:

Date: 6th September 2024

Time: 7.30 am to 6.00 pm

Venue: Asian Granito India Ltd., Dalpur, Prantij, Gujarat

4) Description of Event:

Industrial visit was organized by the GTU-SMS for 3rd and 5th semester BBA students to observe the inner workings and theoretical as well as practical knowledge used by Asian Granito India Ltd. The company established in the year 2000, just over the span of 24 years it has emerged as nation’s leading ceramic companies with its global footprint spanning over more than 100 countries in the world and has become a trusted choice for premium projects in Hotels, Educational Institutions, Automobile showrooms and Real Estate space nationwide .

The visit commenced with students first students given a walk around to Asian Granito India Ltd.’s showroom where students were shown and explained a varied range of ceramics, quartz and bathroom fittings each aimed to satisfy specific consumer requirements and produced with an attention to detail, following it ,was a tour of the state of the art manufacturing facility with cutting edge technology built to specifically manufacture quartz stones , here students were divided in groups with one plant professional accompanying each group. Students were taken through the steps involved in the process of manufacturing of quartz with the professional providing in depth explanations of each step of the process from list of materials used, mixture of raw materials, distribution, designing, molding, compression, heating, cooling, polishing and



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

examination while also solving doubts which came to minds of the students regarding the process. The experience allowed students to bridge the gap between theoretical knowledge and practical applications, broadening students' understanding and gaining a closer perspective on the dynamics of ceramic industry.

5) Number of Participants:

A total of 84 students along with 2 faculty members and 2 staff members visited the company.

6) Geotag Photographs of the Event:





Gujarat Technological University

(Accredited with A+ Grade by NAAC)





Gujarat Technological University

(Accredited with A+ Grade by NAAC)





Gujarat Technological University

(Accredited with A+ Grade by NAAC)

7) Feedback of the Event:

- A warm welcome and hospitality extended by the Asian Granito India Limited team contributed to a positive overall experience.
- The visit was well thought out and effectively managed. A clear communication regarding the itinerary and expectations added to the smooth flow of the visit.
- The visit effectively connected theoretical concepts learned in the classroom with real-world applications. It provided a practical dimension to students' academic knowledge.
- While the overall experience was positive, some students expressed that more emphasis should have been given to customer behavioral patterns and their sales strategy rather than diving into technicalities of quartz manufacturing to deepen their understanding further into ceramic market.

8) Social Media Post:





Gujarat Technological University

(Accredited with A+ Grade by NAAC)

Coordinator of the Event:

The Training & Placement Committee, GSMS

Report Prepared By:

Mr. Vanshil Patel, Student, BBA, Sem-3

Report Verified By:

Dr. Neela Multani, Assistant Professor, GSMS