



Gujarat Technological University

(Accredited with A+ Grade by NAAC)
(School of Management Studies)

Report on Industrial Visit at Balaji Wafers Private Limited

Event Coordinator: Dr. Dharmesh Gadhavi

Date: 21st February 2025 (Friday)

Company Visited: Balaji Wafers Private Limited

Permission Granted By: Mr. Avinash Akbari, Marketing Manager

Participants: 79 Students, 4 Faculty Members

Faculty Members: Dr. Dharmesh Gadhavi, Ms. Hetal Rathod, Mr. Rajan N. Modha, Mrs. Bhagyashree Ma'am

Introduction

Industrial visits play a crucial role in bridging the gap between theoretical knowledge and real-world applications. They provide students with hands-on experience in understanding business operations, manufacturing processes, and industry challenges. Keeping this objective in mind, we organized an industrial visit to Balaji Wafers Private Limited, one of India's leading snack manufacturers. The visit aimed to provide students with insights into the company's operations, production techniques, quality control measures, and marketing strategies. The visit was well-coordinated and proved to be a valuable experience for all participants.

Journey and Arrival

Our industrial visit commenced early in the morning at 6:00 AM from the GTU-Ahmedabad campus. Two buses were arranged for the comfortable transportation of 79 students and four faculty members. Students were filled with excitement and enthusiasm as they embarked on this educational journey. En route, we took a much-needed breakfast break at Darshan Hotel in Limbdi. The students enjoyed a delicious serving of Sev Khamani, a popular Gujarati dish. This stop allowed students to refresh themselves and interact with their peers before continuing the journey.

After breakfast, we resumed our trip and finally arrived at Balaji Wafers Private Limited at approximately 11:30 AM. The visit was officially facilitated by Mr. Avinash Akbari, the Marketing Manager of the company, who welcomed us warmly. The students were eager to explore and learn about the intricate processes involved in the production of wafers and other snack items.



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Company Visit and Manufacturing Process

As we entered the production unit, we observed a high level of automation in the manufacturing process. The company employs state-of-the-art machinery and follows strict hygiene and quality control measures to ensure that customers receive the best quality snacks. The entire process, from sourcing raw materials to packaging the final products, was demonstrated in detail.

Students were taken through various sections of the factory, including the potato sorting area, washing units, slicing and frying stations, seasoning sections, and packaging zones. The company follows a meticulous process where only high-quality potatoes are selected, washed thoroughly, sliced uniformly, fried at the optimum temperature, seasoned with precise flavors, and finally packed in air-tight packets to maintain freshness. The students were impressed by the efficiency and scale of operations at Balaji Wafers.

Tasting New Products

Balaji Wafers has been a pioneer in introducing innovative flavors and snack varieties. As part of their hospitality, they offered Gippi noodles for breakfast, which was well received by everyone. Additionally, students had the opportunity to taste the company's soon-to-be-launched product, Masala Sing. This was a unique experience as they were among the first to try a new snack before its official launch in the market.



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Interactive Session with Mr. Kanubhai Virani

One of the most memorable parts of the visit was an interactive session with Mr. Kanubhai Virani, the esteemed owner of Balaji Wafers. He shared his inspiring journey, shedding light on how Balaji Wafers started as a small-scale business and evolved into a renowned brand in the snack industry.





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Mr. Virani not only spoke about the company's growth and product strategies but also imparted invaluable life lessons to the students. He emphasized the importance of dedication, innovation, and persistence in achieving success. His words resonated deeply with the students, who were highly motivated by his speech. The session was interactive, as students eagerly asked questions about business expansion, marketing techniques, and quality assurance. Mr. Virani patiently answered all queries, making the discussion highly engaging and informative.

As a gesture of gratitude, we presented Mr. Virani with a memento as a token of love and respect. He appreciated the gesture and encouraged students to work hard and dream big.

Vote of Thanks

Dr. Dharmesh Gadhavi, the event coordinator, delivered the vote of thanks, expressing gratitude to Balaji Wafers Private Limited and their team for their warm hospitality and valuable insights. He acknowledged the efforts of Mr. Avinash Akbari and Mr. Kanubhai Virani in making the visit informative and memorable. As a token of appreciation, mementos were presented to the company representatives to commemorate the visit.



Company's Generous Gesture

Before our departure, Balaji Wafers generously provided each student with a complimentary snack pack, including wafer packets and chocolates. This thoughtful gesture delighted the



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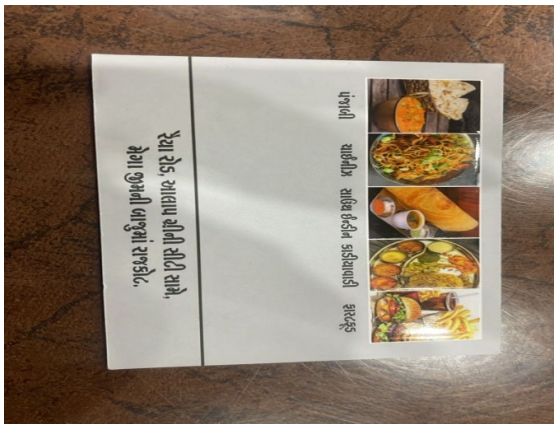
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students and added to their overall positive experience. The company's warm hospitality made the visit even more memorable.

Lunch and Return Journey

Following the factory tour and interactive session, we proceeded for lunch at Parishram Hotel in Rajkot around 3:00 PM. The students enjoyed a delicious meal, which served as a perfect conclusion to an eventful day.

After lunch, we commenced our return journey to Ahmedabad. The students were engaged in discussions about the visit, sharing their learnings and experiences with each other. We arrived back in Ahmedabad at approximately 9:00 PM, marking the successful completion of our industrial visit.



Student Feedback and Learning Outcomes

The visit was extremely beneficial for students as it provided them with practical exposure to the manufacturing industry. It helped them understand the various aspects of production, quality control, and marketing strategies involved in running a successful business. The opportunity to interact with a visionary entrepreneur like Mr. Kanubhai Virani added immense value to their learning experience.

Many students expressed their gratitude for the visit and shared positive feedback, stating that it was one of the most insightful industrial visits they had attended. They appreciated the opportunity to witness real-world applications of business concepts taught in their curriculum.

Conclusion

In conclusion, the industrial visit to Balaji Wafers Private Limited was a highly enriching experience for all participants. It provided students with a deeper understanding of the snack manufacturing industry, exposed them to cutting-edge production techniques, and offered



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them the opportunity to learn from a seasoned entrepreneur. The visit not only enhanced their academic knowledge but also inspired them to pursue excellence in their future careers. Such visits are instrumental in shaping students' professional aspirations and equipping them with the skills required for the corporate world.

We extend our heartfelt gratitude to Balaji Wafers Private Limited, Mr. Avinash Akbari, and Mr. Kanubhai Virani for their warm hospitality and valuable insights. We look forward to organizing more such visits in the future to continue providing students with meaningful learning experiences.

Prepared by:

Dr.Dharmesh Gadhavi,
Assistant Professor,
Gujarat Technological University - School of Management Studies

Attendance sheet of the participants:

Name of Institute: GTU-School of Management Studies		
Balaji Wafers Industrial Visit		
Year : 2024-2026		
Semester : - 2 - Branch : MBA (International Business)		
Sr. No.	Roll Number	Faculty Name :
		Name of the student
1	248390593001	SOLANKI ABHISHEK MADHUSUDAN
2	248390593002	ADROJA MUGDHA RITESHBHAI
3	248390593003	CHHATRIWALA AKSHAR HARSHADKUMAR
4	248390593004	ALWANI MOHAMMEDRAZA ALIRAZA
5	248390593005	ANJALI KUMARI SATYENDRA KUMAR
6	248390593006	BADIYANI KARAN
7	248390593007	BAMNIYA URVASHI CHANDRAKANT



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9	248390593009	RATHOD BANSI RAMESHBHAI
10	248390593010	BAPODRA DEVANSHI DOLARBHAI
11	248390593011	JIGNASHA CHAUHAN
12	248390593012	CHAUHAN MOHIT KAMLESHBHAI
13	248390593013	CHAUHAN SHAKSHIBA SAVANSINH
14	248390593014	CHAVDA MAYUR PANKAJBHAI
15	248390593015	LATHIGARA DARSHIT NITINBHAI
16	248390593016	DESAI PRUTHIL BALDEVBHAI
17	248390593017	GADHIYA DHANVI BHARATBHAI
18	248390593019	GOHEL DARSH MANILAL
19	248390593020	HADIYA SANJANA NITIN
20	248390593021	PUNJANI HEENA KARIMBHAI
21	248390593024	MANIYAR JAY SANJAYKUMAR
22	248390593025	JOTANGIYA YAGNIK NATHABHAI
23	248390593026	KARGATIYA MITKUMAR MUKESHBHAI
24	248390593027	KARIYA AESHA DINESHBHAI
25	248390593029	GAJJAR KRUSHANG
26	248390593030	RANGREJ MAHAMMADSAHIL MAHAMMADSADIK
27	248390593031	MAKWANA PRAKASH RAMESHBHAI
28	248390593032	VADUKAR MANSI RAJESHBHAI
29	248390593033	RAJPUT MEGHAL RAKESHBHAI
30	248390593034	KOLI MINAL RANJITKUMAR
31	248390593036	MUKADAM VAIDEHI VIPUL
32	248390593037	NADIYAPARA VAIBHAVI RASIKBHAI
33	248390593038	SHUKLA NANDAN SANDIPBHAI
34	248390593039	NEHA TRIPATHI ARVINDNATH
35	248390593040	MAKADIYA NIDHI HITESHBHAI
36	248390593041	APARNATHI NIKESHGIRI GOVINDGIRI
37	248390593042	KHAN NOUSIN KHATOON WAKIL
38	248390593043	YASH PARMAR
39	248390593044	PATEL URVI SUBHASHBHAI
40	248390593045	DAS PIYUSH AMITKUMAR
41	248390593047	POPAT SHUBHAM LILADHAR
42	248390593049	RANA PALAK HARISHKUMAR
43	248390593050	RATHOD MANSI JAYESHBHAI
44	248390593051	SHIYAL RIYA NARANBHAI
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47	248390593054	RABARI SAMEER SHANKARBHAI
48	248390593055	SANATHARA ANKIT JAYSUKHBHAI
49	248390593056	PRAJAPATI SANKET KIRANBHAI
50	248390593057	SHAH POOJA DEEPAKBHAI
51	248390593058	GOHEL SHAKSHI BHARATBHAI
52	248390593060	SRUSHTI BHARATBHARTI GAUSWAMI
53	248390593062	PRAJAPATI TWINKLE DILIPBHAI
54	248390593063	MESWANIYA VAIBHAVI SATISHBHAI
55	248390593064	VEGAD KAJAL ARVINDBHAI
56	248390593065	VORA AYUSHI RAJESHBHAI
57	248390593066	DULANI YUKTA PRADEEP
58	248390593067	CHANDARANA POONAM RAJESHBHAI
59	248390593068	JADAV SANJANA HARSHADBHAI
60	248390593069	KUCHARA KEYUR JITENDRAKUMAR
61	248390593070	MARU PRASHANTBHAI SHAILESHBHAI
62	248390593072	PAL SEEMA HARISHCHANDRA
63	248390593073	PARMAR SHRIYA DINESHBHAI
64	248390593074	SHAH VISHWA KETANBHAI
65	248390593075	SHARMA PRERNA MANOJKUMAR
66	248390593076	OUATTARA ROMARIC

MBA (IEV)

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69	248390594005	Hemali Rajeshbhai Chavda
70	248390594006	Hensi Bhardiya
71	248390594008	Krutagna Bipinbhai Tandel
72	248390594009	Manav sonigra
73	248390594011	Mitali Hasmukhbhai Savaliya (AB)
74	248390594012	Khushi pal
75	248390594015	Pranav Pravinbhai Patel
76	248390594016	Bhargav Shingadiya
77	248390594017	Shruti Dineshbhai Pambhar
78	248390594019	Vedant Sanjay Patel (AB)
79	248390594020	Vidhi Suresh Bhanushali (AB)