



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

School of Management Studies

Report on “Industrial Visit at GreatWhite Global Pvt. Ltd”

1. **Title of Event:** Industrial Visit at GreatWhite Global Pvt. Ltd.

2. **Type of Event:** Industrial Visit

3. **Date, Time and Venue of the Event:**

Date: 4th April, 2025

Time: 3:30 PM to 5:00 PM

Venue: GreatWhite Global Pvt. Ltd, Gundlav, Gujarat

4. **Description of the Event:**

Industrial visit was organized by the GTU-SMS for 4th and 6th semester BBA students to observe the Research and Development and manufacturing procedure used by GreatWhite Global Limited. GreatWhite Global Limited, established in the year 2012, just over the span of 13 years has emerged as leading electrical companies, honored as the 'World's Best Brand of the year 2017-18' for South East Asia, also awarded as the 'Most Trusted Brands of India' as an outstanding Home electrical solution provider by Marksmen daily Group. They have spread the Great lifestyle across India with more than 5000 dealers. With a vision to establish footprints across the globe, they have marked presence in UAE, Nepal and Africa. Renowned for quality, GreatWhite has a vast clientele in India from various industries like real estate and infrastructure, hospitality, government institutions and more.

They are proud to work closely with the top architects, consultants and designers in India. The visit commenced with students first given a walkaround to GreatWhite's Research and Development department where students were shown and explained a varied range of switches, their needs and use cases and, produced with precision and attention to detail. Following it, was a tour of the state-of-the-art manufacturing facility with cutting edge technology built to specifically produce electricals that not only meet the standard set by government but also their self-adhered standards, thereafter 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 electric cables 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, while also solving doubts which came to minds of the students regarding the process. The experience enabled students to connect theoretical concepts with real-world applications,



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deepening their understanding and offering a closer look at the intricate workings of the Electricals Industry.

5. Number of Participants:

A total of 52 students along with 2 faculty members and 2 staff members visited the plant.

6. Feedback of the Event:

- A warm welcome and hospitality extended by the GreatWhite Global 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 enriching, some students felt that greater focus should have been placed on customer behavioral patterns and sales strategies, rather than the technical aspects of electrical manufacturing, to enhance their understanding of the electrical market.

7. Photographs of the Event:





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