



INDUSTRIAL VISIT REPORT

**NAME OF THE INDUSTRY: Adani Wilmar Limited (AWL),
Mundra**

DATE: 2ND, MAY, 2017

VENUE: ADANI Wilmer Limited, MUNDRA, KUTCH, GUJARAT

NO. OF STUDENTS PARTICIPATED: 74(Second Year EC and EE Students)

FACULTY MEMBERS: 04

Prof. Rohit Parmar

Prof. Parthesh Mankodi

Prof. Kavindra Jain

Prof. Ravi Tanna

Adani Wilmar Limited (AWL) is a joint venture incorporated in January 1999 between Adani Group, the leaders in International trading & Private Infrastructure with businesses in key industry verticals - resources, logistics and energy. The group was created with a vision of 'Nation Building' by developing assets of national economic significance. Wilmar International Limited - Singapore, Asia's leading Agri-business group & its business activities include oil palm cultivation, oilseed crushing, edible oil refining, sugar milling and refining, specialty fat, biodiesel and fertilizer manufacturing and grain processing. It has over 450 manufacturing plants and an extensive distribution network covering China, India, Indonesia and some 50 other countries.

The joint venture kicked off with the commissioning of India's first port-based refinery at Mundra, Gujarat and later on other such units were setup across other locations.

Capacity

Today, AWL owns refineries in 17 strategic locations across India, has 8 crushing units and 18 toll packing units. Cumulatively, this translates to a refining capacity of over 12000 tonnes per day, seed crushing capacity of 7500 tonnes per day and packaging capacity of 9000 tonnes per day.



Distribution

AWL has the largest distribution network among all branded edible oil players in India, with more than 96 stock points, 5000 distributors and *10% Retail Penetration which spans across approx. 1 Million outlets all over India.

*Source Nielsen Retail Index

Leading the Way

At Adani Wilmar, we are committed towards working for a healthy growing India. We believe that the future of a nation rests on its people. People, who don't just dream, but aspire. With our wide range of products we spread the goodness and health. We nourish the dreams of our fellow Indians.

With a vision to be a global admired leader in integrated agri-business, we shall be known for our scale of ambition, speed of execution and quality of operation, Adani Wilmar is poised to lead the growth story of Indian Food Industry.

Brands

Fortune is the most prestigious brand in the Adani Wilmar portfolio. Fortune became the no.1 brand in the market within just 2 years of its launch and still continues to be a leader. Reader's Digest honoured Fortune as the Most Trusted brand for 6 years, most recently in 2015, and it was adjudged as a 'The Economic Times Best Brands 2015'. Besides these it has also won "Mint Strategy Award" in 2014 & 2015. Fortune has grown from strength to strength and continues to deliver the 'joy of eating' to Indian households.

Adani Wilmar has a range of premium edible oils, vanaspati, packed basmati rice, pulses, soya chunks and also the first national brand in besan. It also has a range of customized specialty fats

for institutional customers. The product portfolio of Adani Wilmar spans under various brands such as - Fortune, King's, Bullet, Raag, Avsar, Pilaf, Jubilee, A-Kote, Fryola, Alpha and Aadhaar.

It has the largest portfolio of brands in the Indian edible oil industry. It goes to great lengths to deliver its brand promise 'For a healthy growing India'.

Following the success in India, AWL introduced branded Edible oil to Middle-East and is now exporting its products to more than 19 countries in the Middle-East, South East Asia & East Africa including Singapore, Australia & New Zealand.



Awards:

- White Page International felicitated Adani Wilmar as one of Asia's 'Most Admired Brands & Business Leaders' 2015-16
- Fortune brand has been voted as the winner of Reader's Digest Trusted Brand Award in Gold category for the 6th time most recently in 2015
- Fortune gets the "Superbrand Award" - 2015
- Economic Times Fortune Oil- Promising 'FMCG-Food Products' Brand. - 2015
- IFC Mint The Mint-Institute for Competitiveness Strategy awards in Food and Beverage category. - 2015
- INDIASTAR Awards-2015 National Awards for Excellence in Packaging i.e. INDIASTAR Awards-2015 by World Packaging Organization
- Adani Wilmar Limited has won the IFC-Mint Strategy award in 'Food and Beverage' category for consecutive years 2014 & 2015
- Economic Times awarded Fortune as Promising 'FMCG - Food Products' Brand
- Fortune gets the "Superbrand Award" - 2014
- The Economic Times Best Brands 2014 awarded 'Fortune' the title "No.1 in the FMCG - Food Products - Edible Oil"
- The Economic Times Best Brands 2014 ranked 'Fortune' in the Top 200 brands listing for 2014.
- Globoil awarded Fortune Rice Bran Health Oil as 'Emerging Brand of the Year 2014'. - 2014
- Adani Wilmar Limited received Globoil Diamond award under 'Highest Importer of Edible Oil' category. - 2014
- Adani Wilmar Limited received Globoil Gold award under 'Highest Exporter of Oil Meals' category. - 2014
- Fortune was judged the 'No.1 Brand in Edible Oil Category' by Economic Times Best Brands - 2014
- Fortune won 'Best New Launch' award by Aditya Birla Retail - 2014

- Fortune was awarded 'Readers Digest Trusted Brand of the Year' for the third consecutive year from 2012 - 2014
- Fortune was listed in '100 Most Valuable Brands' of the year by KPMG - 2013
- Fortune adjudged 'Readers Digest Trusted Brand of the Year' - 2013
- Fortune was presented with 'The Master Brand Award' by the CMO Council and CMO Asia - 2012
- Fortune gets the 'Superbrand Award' - 2010
- Fortune was awarded 'Readers Digest Trusted Brand of the Year' for the fourth consecutive year from 2006 - 2009
- Fortune was judged 'The Fastest Growing Oil Brand' by Globoil – 2006
 - (Images and Data Source:www.Adanipower.com)

Consumer Essentials

Adani Wilmar has a number of products for the consumer segment. These can be categorized in to edible oils, rice, besan, pulses & soya chunks. Fortune has been voted as "India's No. 1 Edible oil brand" ever since 2002 as per Nielsen Retail Index Report.

For over a decade, Fortune has helped the home-maker create delicious food with its range of healthy cooking oils. Recently, we have added a premium line of food staples starting with Fortune Besan, Pulses, Soya Chunks & Rice.

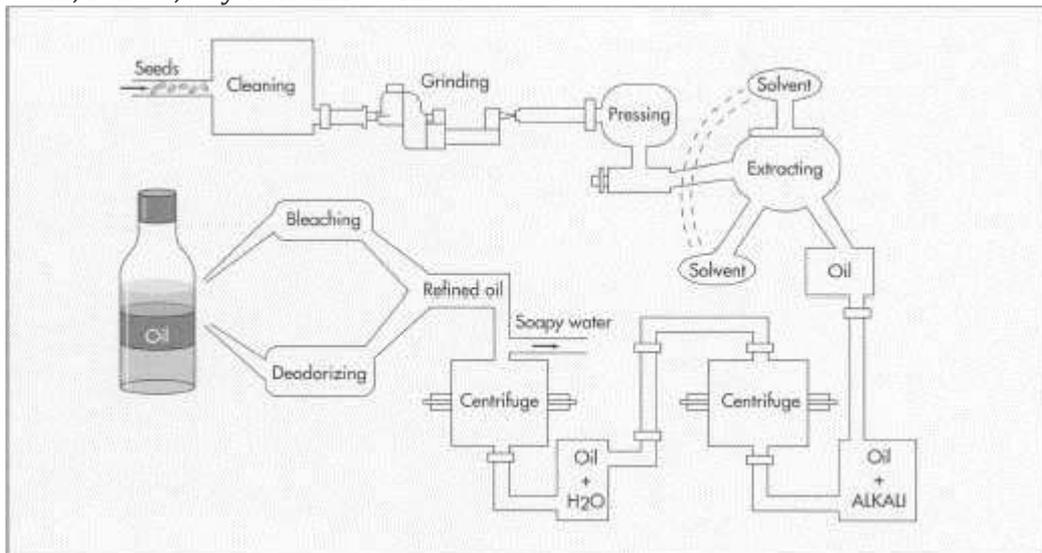


Figure 1: Cooking oil manufacture involves cleaning the seeds, grinding them, pressing, and extracting the oil from them. In extracting, a volatile hydrocarbon such as hexane is used as a solvent.

At Adani Wilmar Oil Refinery various types of edible oils were processed. An engineer gave a quick information about the processing of tin canisters as well as the plastic bottles. On our way we could see the oil being filled in the bottles by automated machines. Samples of oil at its different stages were shown to us. At 6.30 pm we were taken back to our accommodation in the evening. After a quick break we were shown a presentation on Adani industry. The presentation gave a nice visualization of their whole infrastructure and planning. And this presentation ended with Adani caps on our head which was given to us as a gift. On 7.00 pm it was time for daily 'Aarti' in the Shanti Nath temple. The temple was a piece of art in itself. The garden and fountains were well maintained. Inside the temple we could see the sculptures on the ceiling. The temple

priest completed aarti with holyness and we went back to our rooms for rest. At 8:00 pm it was time for dinner and it was equally delicious as lunch. After dinner we went in gallery and played games. After such an amazing and exhausting day we couldn't resist to go to our beds.

PHOTOGRAPHS





Department of Electronics & Communication Engineering
G. H. PATEL COLLEGE OF ENGINEERING & TECHNOLOGY, VALLABH VIDYANAGAR
(A Charutar Vidya Mandal Institution)

SIGNATURE LIST



G H PATEL COLLEGE OF ENGINEERING & TECHNOLOGY
VALLABH VIDYANAGAR
ACADEMIC YEAR 2016-17 TERM: EVEN
DEPARTMENT : ELECTRONICS & COMMUNICATION



INDUSTRIAL VISIT TO ADANI WILMAR LIMITED (AWL), MUNDRA

Signature List:

Sr. No.	Name of the Student	Signature	Sr. No.	Name of Student	Signature
1.	Bhumi Thacker	<i>Bhumi Thacker</i>	2.	Jethva Ravi	<i>Jethva Ravi</i>
3.	Dhruvi KaPatel	<i>Dhruvi KaPatel</i>	4.	Patel kaumil	<i>Patel kaumil</i>
5.	Komal Parikh	<i>Komal Parikh</i>	6.	Shah Tej	<i>Shah Tej</i>
7.	Nehali Hatiya	<i>Nehali Hatiya</i>	8.	Shah Namra	<i>Shah Namra</i>
9.	Priyansi Patel	<i>Priyansi Patel</i>	10.	Shah Parth S	<i>Shah Parth S</i>
11.	Rajnandini Tiwari	<i>Rajnandini Tiwari</i>	12.	Patel Priyank	<i>Patel Priyank</i>
13.	Riddhi Patel	<i>Riddhi Patel</i>	14.	Makwana Nikhil N	<i>Makwana Nikhil N</i>
15.	Shivani Shah	<i>Shivani Shah</i>	16.	Dobariya Tejas A	<i>Dobariya Tejas A</i>
17.	Urvi Gherwada	<i>Urvi Gherwada</i>	18.	Shirude Mayur M	<i>Shirude Mayur M</i>
19.	Vasudha Singh	<i>Vasudha Singh</i>	20.	Parmar Bhavesh A	<i>Parmar Bhavesh A</i>
21.	Kairavi Patel	<i>Kairavi Patel</i>	22.	Patel Parth	<i>Patel Parth</i>
23.	Aesha Shah	<i>Aesha Shah</i>	24.	Komal Bohit Patel Parth	<i>Komal Bohit Patel Parth</i>
25.	Kindil Shah	<i>Kindil Shah</i>	26.	Shereyans Patel	<i>Shereyans Patel</i>
27.	Aditi Gor	<i>Aditi Gor</i>	28.	Manthan Patel	<i>Manthan Patel</i>
29.	Yatri Patel	<i>Yatri Patel</i>	30.	Dhruvin Gotecha	<i>Dhruvin Gotecha</i>
31.	Shaili Shah	<i>Shaili Shah</i>	32.	Aditya Pandey	<i>Aditya Pandey</i>
33.	Khushboo Raval	<i>Khushboo Raval</i>	34.	Aman Joshi	<i>Aman Joshi</i>
35.	Patel Forum H	<i>Patel Forum H</i>	36.	Aman Sinha	<i>Aman Sinha</i>
37.	Rathwa Sejal P	<i>Rathwa Sejal P</i>	38.	Ankur Bhandari	<i>Ankur Bhandari</i>
39.	Manvar Vatsal A	<i>Manvar Vatsal A</i>	40.	Anuj Ghadecha	<i>Anuj Ghadecha</i>
41.	Patil Pritesh V	<i>P. V. Patil</i>	42.	Arnav Katpalia	<i>Arnav Katpalia</i>
43.	Parmar Bhagvanji	<i>Bhagvanji</i>	44.	Bhaumik Kotiya	<i>Bhaumik Kotiya</i>
45.	Gondaliya Dhruval	<i>Dhruval</i>	46.	Deep Maheshwari	<i>Deep Maheshwari</i>



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47.	Dhruv Joshi		48.	Pintu Virparia	
49.	Dhruvesh Patel		50.	Prit Patel	
51.	Divya Shah		52.	Rakesh Chauhan	
53.	Gaurav Tiwari		54.	Shivam Roy	
55.	Hari Desai		56.	Smit Patel	
57.	Harsh Patel		58.	Sumit Badal	
59.	Harsh Shah		60.	Jay Joshi	
61.	Het Shah		62.	Divyesh Bhuva	
63.	Jay Shah		64.	Patel Vandan	
65.	Jeet Sakariya		66.	Patel Jil	
67.	Jenis Bhandari		68.	Rohit Kamlesh	
69.	Karan Patel		70.	Hardik Ramani	
71.	Kevin Shah		72.	Harsh Thakkar	
73.	Manan Patel				
74.	Meet Kansara				
75.	Morvin Bhungalia				
76.	Ninad Gandhi				

Name of Faculties:

Prof. Rohit Parmar

Prof. Kavindra Jain

Prof. Parthesh Mankodi

Prof. Ravi Tanna