

DEPARTMENT OF MANAGEMENT STUDIES

“Short Visit to Ambica Agarbathies and Aroma Industries Ltd”

Number of Students visited: 58

Date: 16/03/2022

Ambica Agarbathies and Aroma Industries Limited, is a popular incense sticks manufacturer in Andhra Pradesh. The southern part of India consumes 30% of the total incense sticks manufactured in the country, and Andhra Pradesh is no exception. The plant of Ambica Agrabathies is located at Eluru. The I year students of MBA program visited the plant on 16/03/2022. The officials of the plant explained the manufacturing process of the incense sticks. The Strategic Head and Marketing Manager later address the students and described the strategic plans and marketing programs of the organization in detail. The faculty members and students profusely thank the Management of the organization.

