

INDUSTRIAL VISIT REPORT

Industrial Visit to John Distilleries Pvt. Ltd., Goa

Date of Visit: 27/06/2026

Batch: MBA IV Semester, Batch: 2024-2026

This visit aimed to expose MBA students to the dynamics of the premium alcohol industry, international supply chain management, luxury brand positioning, and advanced operations management. Students observed how a home-grown Indian spirit effectively transitions into a globally competitive luxury brand.

The industrial visit highlighted the intersection of strict chemical process manufacturing and artistic brand positioning. For MBA students, Paul John is an inspiring example of how Indian manufacturing can leverage local climate, raw materials, and international regulatory compliance to command luxury space globally.