



SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES

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Recognized by Govt. of Karnataka

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INDUSTRIAL VISIT REPORT

Kanan Devan Hills Plantations Company Pvt. Ltd. (KDHP), Munnar, Idukki, Kerala

Date of visit: 29-07-2025

MBA student industrial visit to Kanan Devan Hills Plantations Company Pvt. Ltd. (KDHP) at Munnar. KDHP operates tea estates, processing units and consumer brands (RippleTea), having taken over major Munnar plantation holdings from Tata Tea in 2005. The visit covered estate operations, plucking practices, primary processing at the factory, quality control, retail/branding activities and CSR initiatives. Key observations include KDHP's focus on sustainable certifications, value-addition through branding and a unique governance history involving employee stakeholder participation.

Learning Outcomes

- Observe end-to-end operations of a plantation-based agribusiness (cultivation → processing packaging).
- Understand strategies for value addition and branding in commodity industries (RippleTea).
- Learn about quality control, certifications, and sustainability practices in tea production.
- Study workforce management, estate logistics and marketing channels (retail/e-commerce).

