

Executive summary :-

Hatsun Agro Products Limited is one of India's leading dairy companies, specializing in milk and dairy products. With a strong presence in South India, the company has expanded its operations nationally, offering a diverse range of products including milk, ice cream, curd, butter, and cheese. Hatsun Agro Products is known for its commitment to quality, innovation, and sustainability making it a preferred choice for consumers across the country. With a focus on leveraging technology and efficient supply chain management, the company continues to drive growth and maintain its position as a key player in the Indian dairy industry.

Learning objectives and outcome

- 1: understand the dairy industry leadership in India
- 2: Analyze the business model and supply chain management at Halson Agro products.
- 3: Explain the marketing strategies followed by halson Agro products to promote its products
- 4: gain insights into the dynamics of the Indian dairy industry and its key players.
- 5: understanding the performance of branding and distribution channels in fulfilling product sales.

Scope of business and halson organization:

Halson Agro products operates in the dairy sector of food and beverage industry. As a vertically integrated company, Halson is involved in various stages of dairy production, including sourcing raw milk from farmers, processing it into various dairy products such as milk, curd, butter, cheese, and ice cream, distributing,

Learning objectives and outcomes

1. understand the dairy industry landscape in India
2. Analyze the business model and supply chain management of Hatsun Agro Products.
3. Explore two marketing strategies employed by Hatsun Agro Products to promote its products.
4. Gain insights into the dynamics of the Indian dairy industry and its key players.
5. Understanding the importance of branding and distribution channels in driving product sales.

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Summary of Activities:

During the hatsun period

- Hatsun Agro Products expanded its operations both geographically and in terms of product offerings. It diversified its product portfolio to include a wide range of dairy products.
- The company invested in technological advancements to enhance its production process automation in various stages of production.
- Hatsun Agro Products focused on strengthening its supply management to ensure timely sourcing of raw materials.
- The company implemented strategic marketing initiatives to promote its brands and increase consumer awareness.
- Hatsun Agro Products prioritized sustainability by implementing eco-friendly practices in its operations.
- The company engaged in various community development initiatives, particularly in areas where it operates.

Hatsun Agro Products demonstrated a commitment to excellence across its various activities, positioning itself as a leading player in Indian dairy industry.

Industry Profile

The dairy industry involves the processing and distribution of milk and dairy products. It plays a significant role in global food production and nutrition, providing essential nutrients such as protein, calcium, and vitamins. The dairy industry is influenced by various factors including consumer preferences, health trends, govt regulations, and economic conditions. Demand for dairy products tends to be relatively stable, with certain segments experiencing growth due to factors like dietary habits.

The dairy industry is highly competitive, with numerous players ranging from multinational corporations to small-scale dairy farmers. Competition is based on factors like distribution networks. Within the dairy industry, Hatson Agro Products has established itself as a prominent player, particularly in South India. The company is known for its extensive product portfolio which includes milk, curd, butter, cheese, ice cream, and dairy-based beverages. Hatson Agro Products actively engages with dairy farmers & local communities through healthcare and education.

Hatsun Agro products Mission :-

Hatsun Agro Product's mission is to provide high quality dairy products while prioritizing sustainability, innovation, and customer satisfaction. They aim to be a leader in the dairy industry.

Hatsun Agro Products core values :-

student centric approach :-

Hatsun Agro products commitment to a student -centric approach likely means they prioritize learning and development whether it's for their employees or their engagement with educational institutions and students.

Innovations : Hatsun Agro products innovations typically revolve around enhancing their dairy products, production processes, efficient distribution and supply chain management

Equal opportunities : Hatsun Agro Product likely values equal opportunities by fostering a workspace culture where individuals are judged based on their skills, qualifications, and contributions, rather than factors like gender, ethnicity or background.

Social Impact :- hatsun agro products may contribute to social impact through various initiatives such as supporting local communities, promoting sustainable agriculture practices, providing employment opportunities and investing in rural development programs.

Outcome - driven partnerships :- outcome driven partnerships for hatsun agro products likely involve collaborating with suppliers, distributors, and other stakeholders to achieve specific goals and measurable results.

Hatsun Agro Products objective :

Hatsun Agro Products objectives may include goals such as becoming a market leader in the dairy industry, maintaining high quality standards across their product range, expanding their market presence both domestically & internationally.

Main objectives of hatsun agro products :

- quality ensuring consistent high quality standards across their dairy products.
- growth expanding market share and revenue through strategic market.
- maintaining customer loyalty and satisfaction through excellent products and services.

Corporate profile :

Hatsun Agro Product Ltd. is one of India's leading dairy companies, specializing in the production and distribution. Established in 1970, the company has grown significantly over years. Agro Products Ltd. operates under the brand name "Agrokya" and offers a wide range of products including milk, curd, ice cream, butter, ghee, paneer, & dairy based beverages. With a strong focus on quality and innovation, Hatsun Agro Products Ltd. has established a robust supply chain network and state-of-the-art to ensure the freshness and purity of its products. The company is committed to sustainability and social responsibility by implementing eco-friendly practices and supporting local communities. Hatsun Agro Product Ltd. continues to expand its market presence and enhance customer satisfaction through continuous product development and strategic partnerships.

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Introduction :

Hatsun Agro Products Ltd. is a pioneering force in India's dairy industry, renowned for its commitment to quality, innovation and community welfare. Since its inception in 1970, Hatsun Agro Products Ltd. has emerged as a trusted name, offering a diverse array of dairy products under brand name "Ariokya". From farm-fresh milk to indulgent ice creams, our offerings cater to the varied tastes and preferences of consumers across the nation.

Suggested prerequisites :

Students have :

- Access to self learning resources: Explore curated links to articles, tutorials, and videos for self-paced concepts.
- Hands on experience: Engage in practical exercises and assignments to apply learned
- mentorship and support: Receive guidance from dedicated mentors, who provide answers to questions.
- certification: Upon completion receive a certificate recognizing dedication and achievement in professional profile.

Students Must Have:

- Dedicated Time : Allocate sufficient time each day to engage with curriculum complete assignments
- Critical thinking skills : Analyze information critically , draw connections between concepts.
- Adaptability : Embrace new technologies platforms, and techniques in ever evolving field of strategies , trends and consumer behaviour.

Conclusion of Hatun agro products

As of my last update, Hatun Agro Product Ltd. is a leading dairy company in India known for its products like Arokyamilk and Aroo ice cream. The conclusion about Hatun would depend on various factors such as its financial performance, market position, and any recent developments or news. Without specific information, it's challenging to provide a conclusive statement.

As of my last update, Hatun Agro Product Ltd. is a prominent player in the Indian dairy industry, known for its diverse product range and strong market presence. The conclusion about Hatun Agro products would require analyzing its financial performance, market strategic moves made by the company. For the latest conclusion I would recommend checking recent financial report, news articles, and market analysis on Hatun Agro products.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1 12-02-24 Monday	orientation class on Digital marketing By smart Bridge	Learned the basics digital marketing	
Day - 2 13-02-24 Tuesday	Introduction to the keywords research and sites	Learned how to find the keywords of some particular products	
Day - 3 14-02-24 Wednesday	Introduction to the marketing strategies was provided	Learned the different types of marketing strategies	
Day - 4 15-02-24 Thursday	Introduction to use chatGpt was been provided	Learned how to use chatGpt and more about chatGpt	
Day - 5 16-02-24 Friday	Introduction to the Brand identity and about brand	Learned how to Identity a Brand and Brand identity	
Day - 6 17-02-24 Saturday	No Assignments were been provided as there were introduction classes	No Assignments were been provided	

WEEKLY REPORT

WEEK - 1 (From Dt.12-02-24 to Dt.17-02-24)

Objective of the Activity Done:

Detailed Report:

Our first week was the commencement of Long term - Internship Program on digital marketing.

Day 1:- Attended the student orientation class on digital marketing by smart Bridge.

Day 2:- Introduction to the keyword research and sites were provided in the orientation class.

Day 3:- Introduction to the marketing strategies and different types of strategies were provided.

Day 4:- Introduction to the use of chatgpt about on what platforms it works were learnt by class.

Day - 5:- Introduction to the brand identity and brief explanation on brand, about brand was provided on learnt by us.

Day - 6 :- There was no assignment or project provided by smart Bridge on digital marketing to us as the classes were introduction classes.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1 19-02-24 Monday	Brief introduction on content marketing and its strategies	Learnt how to use content marketing and its strategies	
Day - 2 20 - 02-24 Tuesday	Introduction to Brand Awareness, SEO and SEO meaning was explained	Learnt what is Brand Awareness and what is meant by SEO	
Day - 3 21-02-24 Wednesday	Orientation class on keyword research tools and its uses	Learnt what are the tools used for keywords research	
Day - 4 22 - 02-24 Thursday	Orientation class on strategy, planning and content marketing	Learnt how to do planning and content marketing	
Day - 5 23 - 02-24 Friday	Introduction to the social media marketing was provided	Learnt what is social media marketing Briefly	
Day - 6 24 - 02-24 Saturday	Assignments were provided with creating video and poster	Learnt how to create a video and poster.	

WEEKLY REPORT

WEEK - 2 (From Dt. 19-02-24 to Dt. 23-02-24)

Objective of the Activity Done:

Detailed Report: In this second week we have learnt more about strategies, planning, content marketing also social media planning.

Day-1 :- Attended the student orientation class provided on digital marketing by the smartbridge, we came across content marketing its strategies.

Day-2 :- In this second day we learnt about brand's awareness, SEO, SEO meaning etc..

Day-3 :- on this third day we learnt about what is keywords research, keyword research tools which helps in keyword research.

Day-4 :- on this fourth day we learnt about content marketing and planning.

Day-5 :- on this fifth day we learnt about what and how to use social media marketing.

Day-6 :- on this day six day we learnt about creating video and editing video using inshot were provided on this 30 sec video making and poster making.

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ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1 26 - 02 - 24 Monday	Introduction on facebook platform and basics in face book.	Learned how to use facebook for marketing.	
Day - 2 27 - 02 - 24 Tuesday	we were asked to create a facebook with a new gmail account	Learned how to create a new facebook account with Gmail	
Day - 3 28 - 02 - 24 Wednesday	brief description on How to use facebook for marketing	Learned how to use face book for marketing	
Day - 4 29 - 02 - 24 Thursday	Introduction to meta Business suite and its uses	Learned what is meta Business suite & its uses	
Day - 5 01 - 03 - 24 Friday	meta Business suite and its uses and its importance were provided	Learned the uses & importance of meta Business suite	
Day - 6 02 - 03 - 24 Saturday	Assignment on creating a facebook reel on a product was given	Learned how to Create facebook Reel & post on product & upload in account	

WEEKLY REPORT

WEEK - 3 (From Dt. 26-02-24 to Dt. 01-03-24)

Objective of the Activity Done:

Detailed Report: In this third week we have learnt how to use facebook and meta business suite for social media marketing.

Day-1:- Attended the orientation class on digital marketing related to introduction on face book platform and basics in face book

Day-2:- we learnt how to create a facebook account using a new gmail account which was created by us.

Day-3:- we learnt how to use facebook for social media marketing.

Day-4:- Introduction to meta Business suite with its uses and importance.

Day-5:- importance and functions of meta business suite in the social media marketing world.

Day-6:- Assignments were been provided on creating a facebook post on a product of a brand we like the most.

Format 3 : Festivals post on Hatsun Yogurt

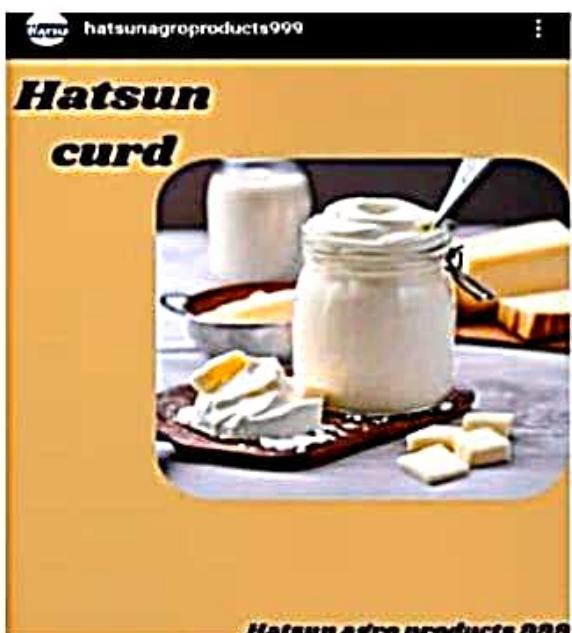
- **Caption:** Yogurt is a healthy food much in demand and great supply. There are so many flavors and colors. Every body loves eating yogurt and hence there's very strong competition in the market. Now your brand look the most trustworthy one has to come up with most appealing ways to market them.
- **Link :** <https://www.instagram.com/p/C6LObWQKJoh/?igsh=a3hyYWlyOHF5cTAw>



- **Hastags:**
#yogurt #hatsunYogurt #sweetyogurt

Format 1 : Static Post on Hatsun agro products

- **Caption:** A very high-quality nutrient-rich food, milk is only produced by mammals. Here a well balanced meal is a slice in both hands.
- **Link:** <https://www.instagram.com/p/C6LN-qpKggx/?igsh=eWdnOThuM3RzbjZy>
- **Post:**
- **Hashtags:** # Hatsunmilk #Milk
#Hatsunproduct

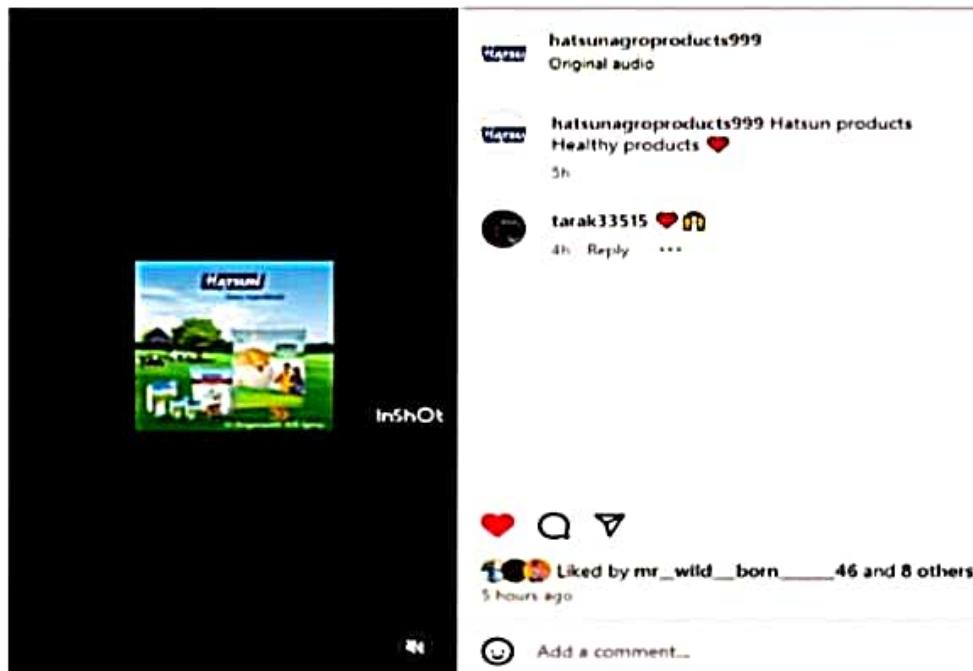


Fonmat 2: Reel post on Hatsun agro Products

Caption: Hatsun curd creamy and delicious, perfect companion for afternoon meals, on hot summer days. And Hatsun cow milk undergoes pasteurisation process in which the milk is heated and product is completely safe for kids and elderly people.

Link: <https://www.instagram.com/reel/C6LKnPVKa4/?igsh=NTIxdlleXA4aGdx>

- Reel post:



Hashtags:

#Hatsuncurd # curd # milk #Hatsunghee