

Industry Visit

JEWEL CONSUMER CARE PVT. LTD.

The students of CKSVIM got an opportunity to visit one of India's largest Tooth Brush manufacturing companies - **Jewel Consumer Care Pvt. Ltd. on Saturday 6th may 2017 organized by CII Yi.**



Formerly known as Jewel Brushes Pvt. Ltd., it was founded in 1993 by Mr. Amit Goradia and Mrs. Geeta Goradia.

Its present capacity is of making 6 lakhs brushes in a day. The company exports its products to more than 50 countries in the world. It also has its own brands: Syncare for oral care and EzyBe for household products.

Students were briefed by Col V K Guin. He mentioned that the company entered into a technical and financial Joint Venture with Coronet Germany - one of Europe's leading oral care and household products manufacturer. Over a period of time, this has allowed the company to establish itself as a supplier to Major Private Label Brands within and outside India. Students were shown video which gave the glimpse of the company.

They have 4 plants in their company.

1st and 2nd plant- Both these plants are totally dedicated to the HUL.

3rd plant- This plant is for making household products.

4th plant- In this plant they make products which are exported to different countries like Germany, USA, UK, Europe and many more.

Every student visited each of the four plants. In the plants they showed entire process of making brushes.

The process consists of three stages:-

- 1) Moulding- In this process handles of the brushes are prepared in which they also give shape to the handles in the form they want to make brush.
- 2) Bristling- In this stage filament is stuck to each handle. At the end stamping is done on the brush.
- 3) Sealing- This is the stage where packing of each brush is done.

After making the brush they also checked each brush through different test so that the consumer should get best quality product. All of their machines are imported from different countries. They have approximately 800 workers working in different plants.

At the end there was small interaction with the founder **Mrs. Geeta Garodia**, in which she shared her success story and made the students aware about VUCA; current market policies.

- V- Volatility
- U- Uncertainty
- C- Complexity
- A- Ambiguity



Thanks to **Col V K Guin, Mr. Naveen Sharma and Mr. Hitesh Patel** who explained each and every process in detail and cooperated with students.

Thanks to CII Young Indians, Vadodara for organizing such an informative Industry visit for all of us.



Special thanks to Mrs. Amrita Patel, CII YI chairperson; YI members, Mrs. Eisha Sarkar, Mr. Rachit Makand, and Mr. Ronak Shah and YI executive Hamza Adenwala.

Our sincere thanks to Ms. Nusrat Campwala, Web Officer for accompanying us during the trip and Dr. Ankit Shah, Placement Officer for coordinating the visit.

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