

DEPARTMENT OF MANAGEMENT STUDIES

A visit to “Indira Foods”

No. of Students Participated: 62

Date: 8-10-2018

Indira Foods Pvt Ltd of Vijayawada makes a very special delicacy of Andhra Pradesh called “Ulavacharu”, a soup which is made of horse gram. The ‘Ulavacharu’ made by Indira Foods is very popular in the both the Telugu speaking states. The students of MBA final year programme visited the plant of and had a very lengthy interaction with the founder of company Sri Mandava Venkataratnam. He explained in detail the process of making “Ulavacharu” and how it became a successful brand.



