

The logo consists of a red pentagon with a horizontal base. Inside the pentagon, the word "PARLE" is written in a bold, white, sans-serif typeface. The letters are closely spaced and fill most of the width of the pentagon.

PARLE

HISTORY

- Parle Company was founded in [Vile Parle](#), Mumbai in the year 1928, founded by Mohanlal Dayal Chauhan.
- Parle (now Parle Products, after the division of business between family members) baked its first biscuit in 1938 called **Parle Gluco**, with a license to supply their biscuits only to the British Army.
- After Independence, the company launched an ad campaign showcasing its Glucose biscuits as an Indian alternative to the British biscuits



Parle's Table Topper Among Food Cos

Parle Products topped the charts among food companies in India during 2014-15, with sales exceeding **₹8,300 crore**, according to a recent Nielsen report sourced from industry executives. The 65-year old company, the market leader in the largest category of biscuits and owner of Parle G, India's biggest food brand, had a 29% share in the biscuits category during the year with sales of over ₹5,000 crore.

Britannia, India's second-largest biscuit maker, and chocolate giant Mondelez shared the second spot with revenues of ₹6,800 crore.

In the non-food segment, HUL led the pack with sales of ₹25,400 crore, nearly thrice of its nearest rival, P&G, which clocked sales of ₹8,600 crore.

RSPL, the maker of Charu detergent, came in third in the home and personal segment, with sales of ₹4,900 crore. Sagar Malviya reports...

Despite slowdown, we innovated aggressively and launched a dozen new products. At the same time, our value proposition helped at a time when consumers were cutting back on spends

Mayank Shah
Deputy Marketing
Manager, Parle Products

Top Food Cos

Companies	Sales (₹ Crore)	Growth (%)
Parle	8,300	2.1
Britannia	6,800	9.5
Mondelez	6,800	7.2
Nestle	6,500	1.5
ITC	6,200	12
Adani	5,000	14.1
Ruchi	4,400	15.7
HUL	3,900	4.1
GSK	3,400	6.8
Prilo-Lay India	3,200	1.7

Top Home & Personal Care Cos

Companies	Sales (₹ Crore)	Growth (%)
HUL	25,400	4.1
P&G	8,600	4.1
Rohit Surfactants	4,900	15.3
Coxate	4,500	4.1
Godrej	4,300	4.2
Reckitt Benckiser	3,300	4.3
Mistico	3,300	15.8
Dabur	2,900	3.2
JBL	2,600	9.8

Period: April 2014 - March 2015
Source: Industry officials quoting Nielsen

PARLE REVENUE

- **FY22 Milestone:** Parle Products achieved a landmark by exceeding \$2 billion in annual revenues, a first for an Indian packaged food company.
- **Key Growth Drivers:** Parle attributes its growth to the enduring popularity of the value-focused Parle G brand, which gained traction during inflationary periods with increased demand for smaller pack sizes.
- **Market Reach:** Rural markets contributed significantly, accounting for 55-60% of overall sales, supported by a 12% expansion in distribution channels.




PARLE -G

- Parle Products began manufacturing biscuits in **1939**.
- Parle-G biscuits were called **Parle Gluco** Biscuits until the 1980s.
- The "G" in the name Parle-G originally stood for "[Glucose](#)", though a later brand slogan also stated "G for Genius".

In 2011, Nielsen, a marketing company published a report in which Parle-G was declared **world's**



 Economic Times



Parle-G world's No 1 selling biscuit: Niels...

Parle-G, the glucose biscuit brand from Parle Products, has consolidated its position as the world's largest selling biscuit brand, says a report by...

Some Fun Facts

- 4551 Parle-G biscuits are consumed every second !
- Dhirubhai Ambani always used to keep Parle-G in his car.
- Legendary cricketer Sunil Gavaskar had a weakness for Parle-G biscuits and loved to eat them with his tea or coffee.
- Who's that little girl on the wrapper?
- Around 1 billion Parle-G packets are produced every month. If stacked side by side, it would be enough to cover the 7.25 Lakh km distance between Earth and Moon!



4 P Analysis on Parle-G



Product

Parle G is a popular biscuit known for its taste, affordability, and nutritional value.

1

Price

The pricing strategy focuses on affordability, making it accessible to a wide range of consumers.

2

Promotion

Parle G relies on a combination of public relations, and sales promotions to reach reach its target audience.

3

Place

Parle G has a wide distribution network, ensuring availability in various retail outlets across the country.

4

Product Contents

- Parle-G they are known to maintain their high standard of basic quality.
- The product Parle-G primarily consists of wheat flour, along with smaller amounts of palm oil, sugar syrup, salt, milk solids, emulsifiers, artificial flavors, and other ingredients.



Product Packaging

- Parle-G is known for its simplistic and easily identifiable design.
- A yellow color packet with the famous Parle-G girl on it.
- Earlier the packing was made from wax paper but with passage of time they shifted to lower-priced print plastic covers.



Product Variety



Parle-G



Parle-G
Gold



Parle-G
Chhota Bheem



Parle-G
Oats & Berries

Product Variety



Parle-G
Kismi



Parle-G
Royale



Parle-G
Cookies



Parle-G
Dark

Product Quality

Consistency

Parle's commitment to quality control ensures consistent taste and texture across its product lines. This quality is a key factor in maintaining customer loyalty.

Ingredient Sourcing

Parle prioritizes sourcing high-quality ingredients for its products. This commitment to quality ingredients contributes to the positive perception of Parle products among consumers.

Price

- The company follows a low-cost strategy to lead the market position.
- The pricing strategy is the backbone of the business.
- The focus is on quality, which helps them reach a large audience, as Parle G keeps their prices a bit lower and focuses on the volume strategy.



Pricing Strategy

- It first started with a portion of 100 gm and a few years later they made it 92.5 gm and then to 88 gm and as of today, the small packet that costs Rs 5 weighs 55 grams, which is a good 45 per cent reduction from what they had started with in 1994.

<https://www.moneycontrol.com/news/trends/parle-g-and-the-reason-why-this-packet-of-biscuit-still-costs-rs-5-8978601.html>



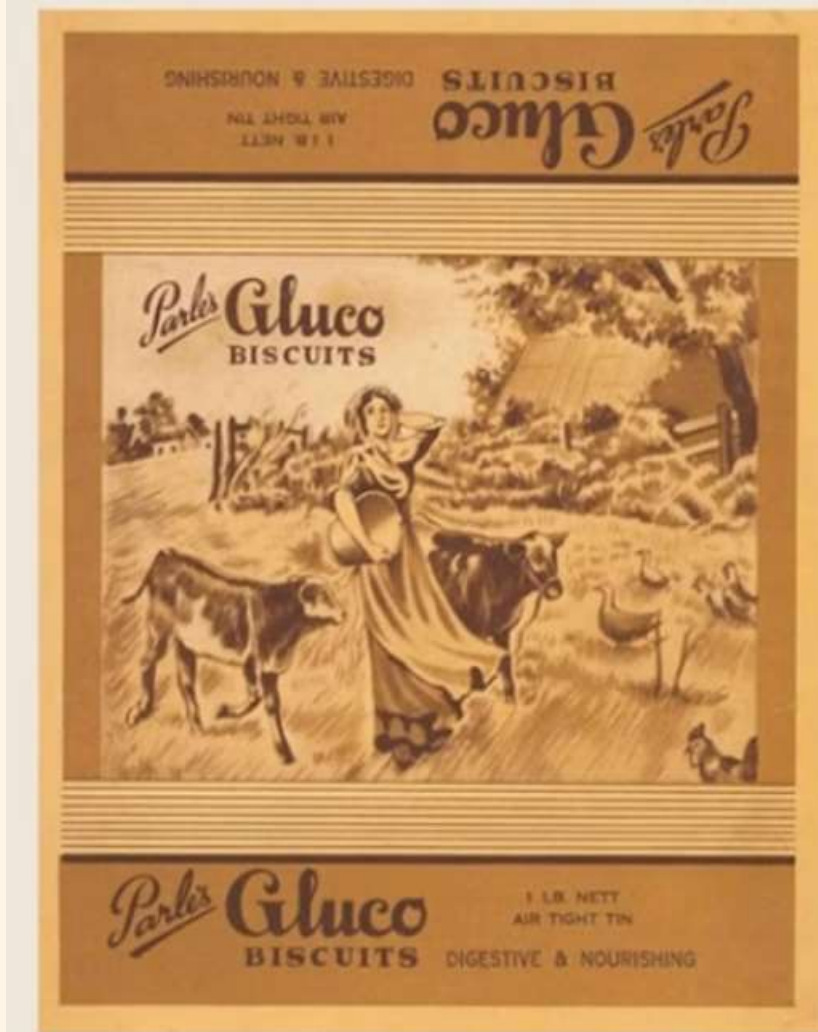
Promotions

Value-added Promotion:

Parle-g usually go for a value-added or extra-filled promotional strategy.



Promotion through print media



Promotion through campaign



[Parle-G | Brother & Sister Film](#)

Promotion through campaign



PARLE

Jo auron ki khushi mein
paye apni khushi

PARLE
Parle-G®
Original Gluco® Biscuits

G Maane Genius

The image is a promotional advertisement for Parle-G biscuits. It features a young girl with dark hair in pigtails, wearing a maroon school uniform with a white collar and a green and white striped strap over her shoulder. She is smiling broadly. To her left is a large, yellow and white striped packet of Parle-G biscuits. The packet has the Parle logo at the top, the text 'G for Genius' in a green box, and a picture of a child. The background is a soft-focus indoor setting with a blue wall and a wooden structure.



Place

Parle products are widely available across various distribution channels, ensuring accessibility and convenience for consumers.

Place: Distribution Channels

1 Retail Stores

Parle products are widely available in a network retail stores, from small neighborhood shops to large supermarkets.

3 Wholesalers and Distributors

Parle leverages a vast network of wholesalers and distributors to reach retailers across the country.

2 E-commerce Platforms

Parle has partnered with major online marketplaces, allowing consumers to purchase products online and have them delivered.

4 Direct Sales

Parle also has a direct sales force that interacts with certain retailers, ensuring product and building relationships.

Place: Retail Presence

Wide Distribution

Parle products are available across various retail channels, reaching a broad audience.

Grocery Stores

They have a strong presence in supermarkets, stores, and convenience stores, ensuring easy access for consumers.

Local Kiranas

Parle caters to the local market by distributing their products through small neighborhood stores, known known as kiranas.

Online Platforms

Parle products are also available online, tapping into the growing e-commerce market.

Place: Logistics and Supply Chain

Efficient Distribution

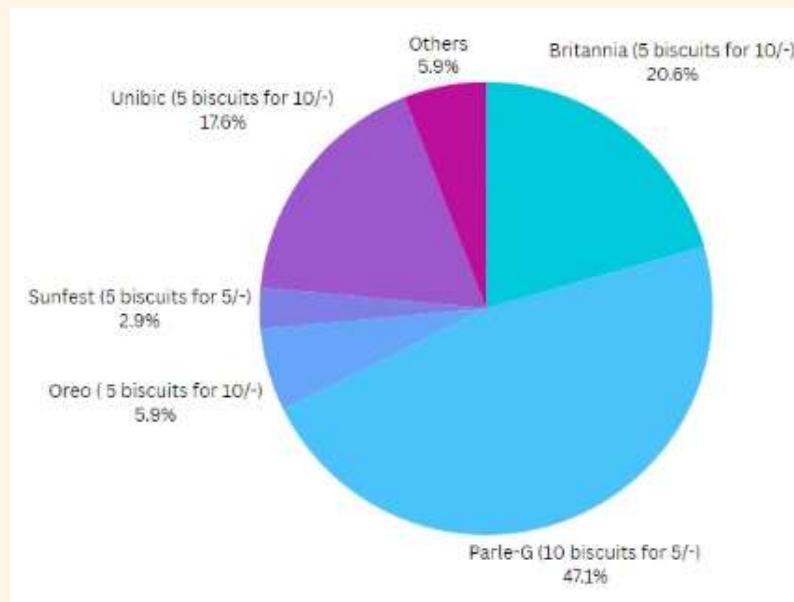
Parle relies on a robust network of warehouses and distribution centers strategically located across India. This enables them to ensure timely delivery of products to various markets.

Strong Partnerships

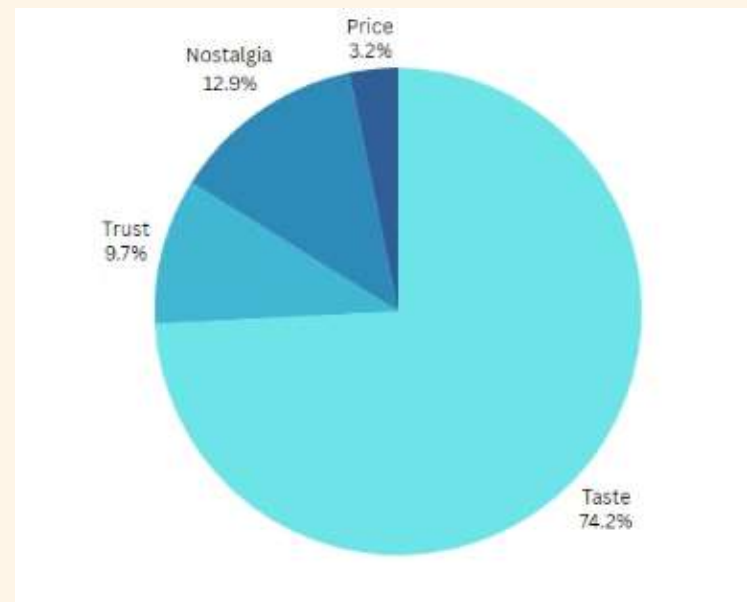
The company collaborates with reputable logistics providers and transportation companies to optimize supply chain and minimize costs. Parle also leverages technology to track shipments and manage inventory effectively.

Survey

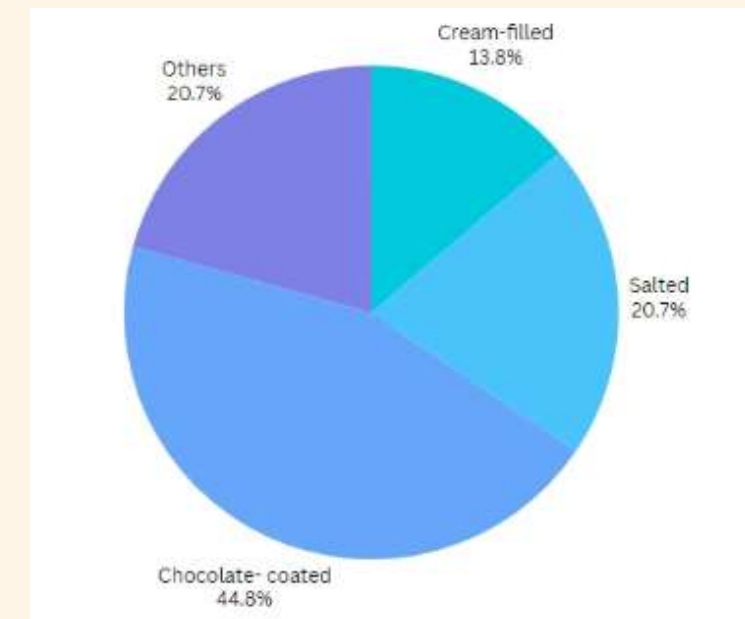
We conducted a survey asking people around us how is Parle-G significant in their lives as a biscuit brand. Here are the findings :



Question: Which biscuit brand will you prefer?



Question: Why do you prefer specific company/ biscuit?




Question: What types of Parle-g biscuits variety would you prefer?

Reviews

Parle G Biscuits

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Write Your Review

MouthShut Score

23.2K Followers

Year-wise Rating ▾

★★★★☆

89%

4 ★

15,364 Votes

Flavor:

Product Quality:

Packaging:

Updated on : Jul 01, 2024 12:22 AM

Owner? Claim this Business

Mouthshut gave us an broader image on what the current market thing of Parle-G most of the reviews were connected to their nostalgic memory associated with Parle-G. Some were unhappy with the current state of the product and some wanted variety in their good old biscuit.

Along with this we found that many consumers wanted an more healthier option.

Findings

1 Taste Over Price:

They prioritize better-tasting options even if it means spending slightly more.

2. Desire for Variety:

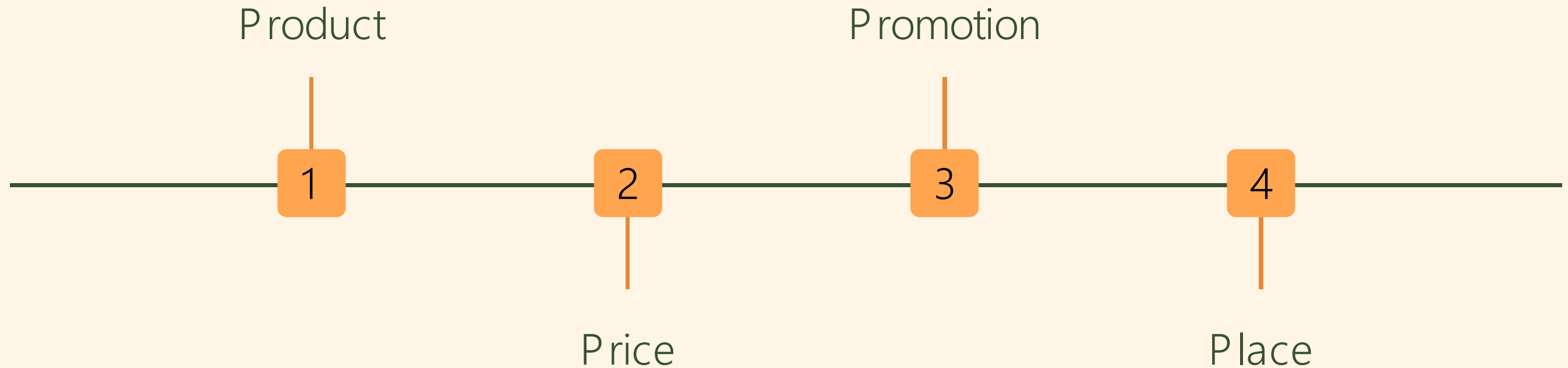
Our survey reveals that consumers are seeking a greater variety of Parle-G biscuits.

3. Healthier Option:

The current generation wanted some healthier options.



The New 4 P Analysis



Product

- We aim to introduce new set of products that are a more healthier option and provide variety to the consumers

Parle-G cream

A new take to your good old Parle-G biscuit filled with the milk cream you always needed.

Parle-G sugar free

Parle-G without sugar? No, it's just an saver alternative of sugar for our loved one's with the same old taste.

Parle-G digestive

Parle-G now comes with dietary fiber that makes it an great option for the fitness freaks out there.

Parle-G Gourmet

Parle-G made with the the most exotic ingredients to give you the sense of sophistication.

Price

- **Premium Product Line:** Introduce a premium premium product line with higher quality ingredients and sophisticated packaging to justify a higher price point.
- **Exclusive Offerings:** Launch exclusive Diwali and seasonal hampers featuring our products. These will be positioned as luxurious, high-value gifts.
- **Tiered Pricing Model:** Implement a tiered pricing model that offers various package sizes and special editions, catering to different segments within the middle and upper markets.



Promotion



Distributing Parle-G as a morning snack with milk/Tea in schools under the PM-POSHAN scheme.



Collaborating with popular Indian cartoon shows like they did Chhota Bheem, to reach out to kids.
Our promotional scheme includes sticker giveaway for certain lucky winners.

Promotion



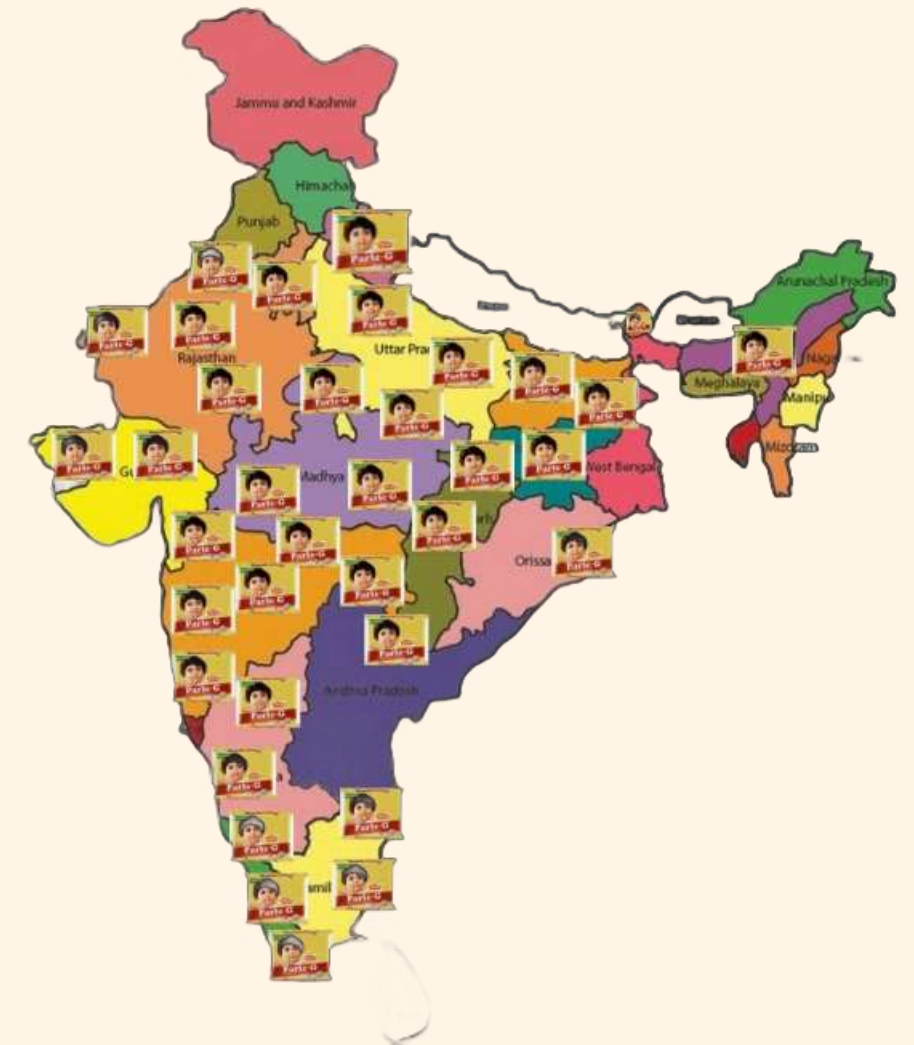
#YourParleGMemory

We will Collaborate with influencers and celebrities who grew up with Parle-G to share their stories.
Associating the brand with happy memories fosters positive sentiment and brand affinity.
Personal memories often come with rich narratives that can be used to create compelling advertisements.

Place

Apart from the original factory in Mumbai, Parle has manufacturing manufacturing facilities at [Kanpur](#) (Uttar Pradesh), [Neemrana](#) (Rajasthan), [Bengaluru](#) (Karnataka), [Hyderabad](#) (Telangana), [Kutch](#) ([Gujarat](#)), [Khopoli](#) (Maharashtra), [Indore](#) (Madhya Pradesh), [Pantnagar](#) (Uttarakhand), [Sitarganj](#) (Uttarakhand), [Bahadurgarh](#) (Haryana), and [Muzaffarpur](#) (Bihar).

More manufacturing unit should be laid in the northeast region punjab to increase the availability of the parle-G product in these regions.



THANK YOU

