

**A REPORT OF INTERNSHIP AT PARLE BISCUIT FACTORY – PATWARI
BAKERS PRIVATE LIMITED**

**A PROJECT SUBMITTED TO P.K.N ARTS AND SCIENCE COLLEGE
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THE BACHELOR OF COMMERCE**

SUBMITTED BY

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CHAPTER - 1

INTRODUCTION ABOUT THE TRAINING

1.1 TRAINING - MEANING

Training is concerned with imparting developing specific skills for a particular purpose. Training is a purpose of learning a sequence of programmed behaviour. It is the act of increasing the knowledge and skills of an employee for doing a particular job.

1.2 TRAINING –DEFINITION

According to Edwin Flippo, ‘training is the act of increasing the skills of an employee for doing a particular job’.

1.3 TYPES OF TRAINING

- ✓ Institutional training
- ✓ On-the job training

INSTITUTIONAL TRAINING

Institutional training is process by which the aptitude, skill and abilities of the student business activities are increased. Institutional training is arranged to understand the real business environment as well as gain particular knowledge about various business function.

ON- THE JOB TRAINING

On – the job training is the most common form of training for any person in the organization. The basic theme of on-the job training is “TO LEARN BY DOING ITSELF”. The trainee learns while is engaged in doing a job.

1.4 OBJECTIVES OF THE TRAINING

The objectives of the training are as follows:

- To increase job satisfaction and moral among employees.
- To increase efficiencies in processes, resulting in financial gain.
- To increase innovation in strategies and products.
- To know the organization structure.
- To know the various welfare measures provided to their employees.

1.5 ADVANTAGES OF THE TRAINING

- ❖ On the job training is an inexpensive professional development tool.
- ❖ On the job training provides a favourable environmental for quick learning.
 - ❖ Contributed to company growth.
 - ❖ This way they gain confidence in their work.
 - ❖ Everyone knows each other.

1.6 NEED OF THE TRAINING

The training program is designed with a view to enable the student to have an at exposure on the practical field. “MADURAI KAMARAJ UNIVERSITY” incorporated on the job training as a component of commerce with computer application degree course for a period of “10 DAYS”. It helps to increase the self-confidence of the student.

1.7 SCOPE OF TRAINING

The scope the training depends upon the categories of employees to be trained. As we all know that training is continuous process and only needed for newly selected personal at all levels of the organization.

1.8 PERIOD OF TRAINING

I did my job training at “**PARLE BISCUIT FACTORY – PATWARI BAKERS PRIVATE LIMITED**” Madurai District in Tamil Nadu. I have undergone training from “2/6/2025 To 12/6/2025”.

CHAPTER-2

OBSERVATION ABOUT THE COMPANY

2.1 OVERVIEW OF THE COMPANY

PARLE-G is a brand of biscuits manufactured by Parle Products in INDIA. A 2011 Nielsen survey reported that it is the best-selling brand of biscuits in the world.

Owner	:	Parle products
Country	:	India
Introduced	:	1939
Markets	:	Worldwide
Tagline	:	G for Genius
Website	:	Parleproducts.com

HISTORY

Parle products was established as a confectionary maker in the **Vile Parle** suburb of Mumbai in 1929. Parle Products began manufacturing biscuits in 1939. In 1947, when India became independent, the company launched an ad campaign showcasing its Gluco brand of biscuits as an Indian alternative to British-branded biscuits.

Parle-G biscuits were called “Parle Gluco Biscuits” until 1980s. The “G” in the name of Parle-G originally stood for “**Glucose**”, through a later brand slogan also stated “G” for “**Genius**”.

In 2013, parle-G became India’s first fast-moving consumer goods brand to cross the Rs 50 billion mark in retail sales.

LOGO



ORIGINS (1929–1939)

- 1929 – Parle Products was founded in Mumbai by Mohanlal Dayal Chauhan. Initially, they produced sweets and confectionery.
- 1939 – The company launched Parle Glucose biscuits, aimed at offering an affordable, Indian-made alternative to expensive imported biscuits from the British.

GROWTH (1940S–1980S)

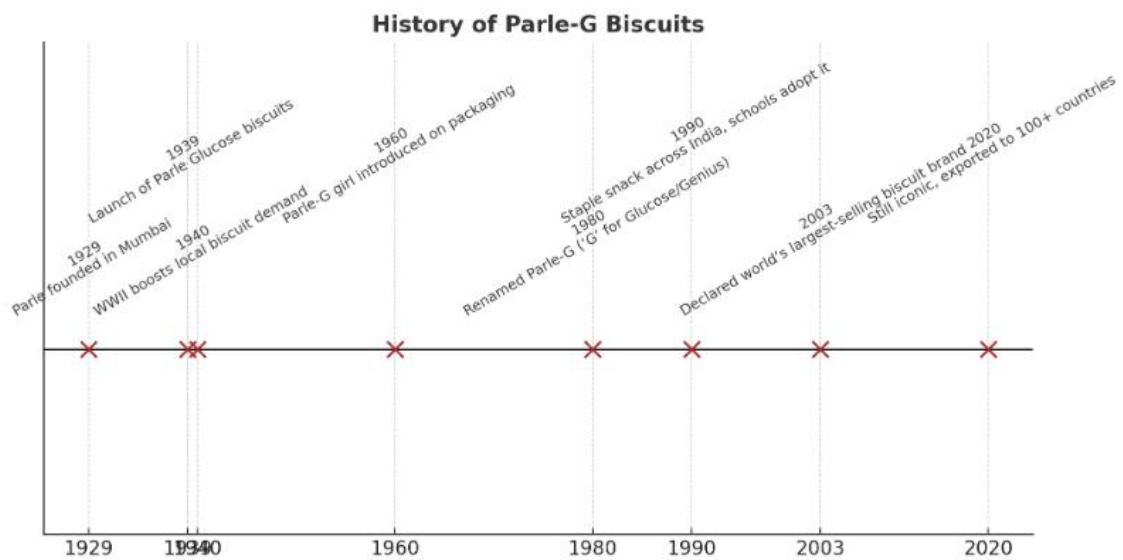
- During World War II, imports were restricted, which boosted demand for Parle’s biscuits in India.
- Over time, “Parle Glucose” became so popular that people began asking for it by name.
- In the 1960s, the iconic Parle-G girl (drawn by Everest creative agency) was introduced on the packaging, becoming one of India’s most recognizable brand mascots.

REBRANDING & EXPANSION (1980S–2000S)

- In the 1980s, the biscuit was renamed Parle-G (“G” for Glucose, later promoted as “G for Genius”).
- By the 1990s, it became a staple snack across India—popular with tea, affordable for rural households, and often distributed at schools as a nutrition supplement.

RECORDS & RECOGNITION (2000S–PRESENT)

- In 2003, Parle-G was declared the world’s largest-selling biscuit brand by Nielsen.
- It has been exported to over 100 countries, serving as a nostalgic snack for Indian diaspora communities.
- Even today, Parle-G maintains its reputation as an affordable, energy-rich biscuit, widely loved across generations.



FOUNDER OF PARLE PRODUCTS – MOHANLAL DAYAL CHAUHAN

- **Mohanlal Dayal Chauhan** was the visionary founder of **Parle Products Pvt. Ltd.**, established in **1929** in **Vile Parle, Mumbai**.
- He came from a **Gujarati family of silk traders** but decided to diversify into the food industry.
- Inspired by the need to make **Indian-made alternatives** to expensive British goods, he set up a small factory with the goal of producing sweets and confectionery.
- Soon, the company moved into biscuit-making, which was then dominated by imported brands that only the wealthy could afford.



Mohanlal Dayal Chauhan got into the confectionary business and set up the 'House of Parle' in 1928. But he started his career in the garment business as an 18-year-old.

FOUNDATION OF PARLE PRODUCTS (1929)

- In **1929**, Mohanlal Dayal set up a **small factory in Vile Parle, Mumbai**.
- The factory started with **sweets and confectionery**, as these were popular in Indian households.
- His vision was to produce **quality food items at affordable prices**, accessible to all income groups.

ENTRY INTO BISCUIT MAKING (1939)

- In **1939**, he launched **Parle Glucose biscuits**, at a time when biscuits were mainly imported and expensive.
- His goal was to provide an **affordable, energy-rich biscuit** for the common Indian.
- This product later evolved into **Parle-G**, which became a household name and the **world's largest-selling biscuit**.

CONTRIBUTION & VISION

- He strongly believed in **quality at low prices**, making his brand accessible to both rural and urban India.
- Promoted the **Swadeshi spirit**, reducing dependence on British imports.
- His vision of mass accessibility created a lasting impact on India's food industry.

LEGACY

- After his passing, the **Chauhan family** carried forward his legacy and grew Parle into one of India's largest **FMCG companies**.
- Today, Parle is not just about biscuits but also **confectionery, cookies, snacks, and namkeens**, exported to **100+ countries**.
- The foundation laid by Mohanlal Dayal Chauhan ensured that **Parle-G became a cultural icon**, not just a product.

REASONS BEHIND ITS MASSIVE SUCCESS:

1. Affordability

- From the beginning, Parle-G was priced very low so that **everyone could afford it**, from rural villages to big cities.
- Even today, it's considered one of the most **value-for-money biscuits** in India.

2. Mass Appeal

- Simple taste that goes perfectly with **chai (tea)**.
- Soft enough for children, filling enough for workers, nostalgic for elders.
- Became a **household staple** across all age groups.

3. Strong Distribution Network

- Parle built one of the **largest distribution systems** in India, ensuring that even the smallest village shop had Parle-G biscuits in stock.

4. Smart Branding

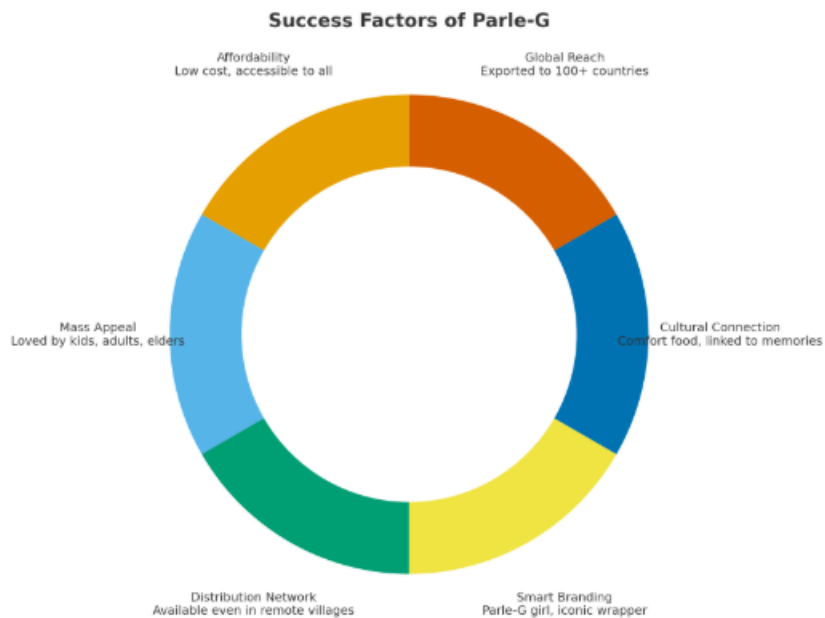
- The **Parle-G girl on the packet** created instant recognition.
- Tagline "*G for Genius*" made the brand memorable.
- The yellow-and-white striped wrapper became iconic.

5. Cultural Connection

- Seen as a **comfort food**—often linked to childhood, school snacks, and tea breaks.
- During crises (like floods, strikes, or even the COVID-19 lockdowns), Parle-G packets were widely distributed as emergency food.

6. Global Reach

- Exported to **100+ countries**, giving nostalgia to the Indian diaspora while being an affordable snack globally.



CEOS AND KEY EXECUTIVES

Parle Products Pvt. Ltd. (Biscuits, Confectionery)

Parle Products, the original family-run company known for **Parle-G**, **Hide & Seek**, **Krackjack**, and more, is currently governed by the following leadership:

- **Chairman & Managing Director: Vijay Chauhan** (belonging to the third generation of the Chauhan family)
- **CEO: Sheena Karkera** has been appointed as Chief Executive Officer of Parle Products.

Other notable board members include **Rakeshkumar Dinesh Mishra** (Executive Director & Chairperson), **Unnatti Nishant Jain** (Chairperson, Non-Executive & Independent Director), and **Kalpna Jha**, **Paras Navinchandra Bhojani**, **Deepika Tater**, and others.

Parle Agro (Beverages, Confectionery, Snacks)

Parle Agro is a separate entity (stemming from a family business split) that retains the Parle branding but operates independently in the beverage and snack space—including brands like **Frooti**, **Appy Fizz**, **Smoodh**, and snacks like **Hippo**.

- **Chairman & Managing Director: Prakash Jayantilal Chauhan**
- **CEO: Schauna Chauhan**, his daughter, leads the company as its Chief Executive Officer.
- **Joint Managing Director & CMO: Nadia Chauhan**, another of his daughters, plays a key role in marketing and strategy.

PARLE'S KEY GROWTH AND EXPANSION PLANS:

1. Diversifying into Staples (Pulses & More)

- Parle ventured beyond biscuits and confectionery into the **staples category**, launching the Fresh Harvest line of pulses comprising Toor, Moong, Urad, Chana, and Masoor dal. Initial distribution began in Maharashtra, with plans to expand across India. They project that staples could contribute around **7–8% of their turnover** in a few years.
- The ambition is to evolve into a "**total food company**", entering categories like besan and maida down the line.

2. Premiumisation & Expansion of Premium Products

- Parle is bolstering its **premium biscuit portfolio** under the *Parle Platina* division, which includes brands such as Milano, Nutricrunch, and Hide & Seek.
- Currently, **premium offerings account for 14–17%** of overall sales. The goal is to raise that to **20–25%** in the next 2–3 years, expanding penetration beyond urban centers to semi-urban and rural markets via smaller pack formats.

3. Health-Oriented Brand Expansion – Nutricrunch

- Parle has re-entered the **health-focused biscuit segment** with its Nutricrunch line, aiming for a turnover of **₹100–150 crore within 18–24 months**.

4. Revenue Ambitions: Becoming a ₹20,000 Crore Company

- With a current turnover of over ₹10,000 crore, Parle aims to **double its revenue** and reach **₹20,000 crore** within five years. This growth is expected to be driven organically—through product expansion and diversification—rather than acquisitions.

5. Pushing into Snacks & Confectionery

- Parle continues to expand its **snack and confectionery offerings**. Over time, they aim to transition more sales into these categories, complementing their bread-and-butter biscuit business.

Summary of Strategic Focus Areas

Focus Area	Strategy Highlights
Staples (Pulses & Flours)	Launch of Fresh Harvest; grow to 7–8% revenue; enter besan/maida later
Premium Biscuits	Expand Parle Platina range; increase contribution from ~15% to 20–25%
Health Biscuits (Nutricrunch)	Re-enter the segment; target ₹100–150 crore turnover in 1.5–2 years
Snacks & Confectionery	Expand presence in growing snack market to diversify revenue streams
Overall Growth Target	Double revenue to ₹20,000 crore organically in ~5 years

INTERESTING FACTS ABOUT PARLE

World's Largest Selling Biscuit

- Parle-G has held the title of the **world's largest selling biscuit brand** for years, with millions of packets sold daily in India and abroad.

Affordable Since the Beginning

- One of Parle-G's biggest strengths is its **low price point**. Even today, small packs are sold for ₹5, making it accessible to rural as well as urban consumers.

Trusted During Emergencies

- Parle-G has been considered a **“survival food”** in India. It is widely distributed during **floods, droughts, natural disasters, and even during the COVID-19 lockdowns**.

Iconic Girl on the Packet

- The girl on the Parle-G packet is not a celebrity—it's an **illustration created in the 1960s** by an artist named **Maganlal Daiya**. She became one of the most recognizable faces in India.

Massive Reach

- Parle biscuits are available in **over 6 million retail outlets** across India and exported to more than **100 countries** worldwide.

Family-Owned Company

- Unlike most FMCG giants, Parle is still **family-owned and privately held** by the Chauhan family.

Advertising Legacy

- The 1980s and 1990s Parle-G ads with the tagline **“G for Genius”** became cultural icons, strengthening its bond with Indian households.

Supports Every Age Group

- From children (school snacks), to office-goers (tea-time biscuit), to senior citizens (easy-to-digest), Parle-G is truly a **multi-generational brand**.

Guinness Book of Records Contribution

- Parle-G once helped India enter the Guinness World Record by organizing the **largest simultaneous reading session** in schools, where biscuits were distributed.

Beyond Biscuits

- Apart from Parle-G, the company makes **Monaco, Hide & Seek, Melody, Krackjack, Kismi, Mango Bite**, and many more beloved Indian snacks and confectioneries.



INTERESTING FACTS ABOUT PARLE



**WORLD'S LARGEST
SELLING BISCUIT**



**AFFORDABLE SINCE
THE BEGINNING**



**ICONIC GIRL ON
THE PACKET**



MASSIVE REACH



**ADVERTISING
LEGACY**



**SUPPORTS EVERY
AGE GROUP**



BRANCHES OF PARLE

1. Head Office (HO)

- **Location:** Vile Parle (East), Mumbai, Maharashtra, India.
- This is the main corporate office that manages strategy, branding, and overall operations.

2. Manufacturing Units

Parle operates through a **mix of company-owned factories and contract manufacturing units**.

- **Company-owned factories:** Around **10 major plants**.
- **Contract manufacturing units:** Over **100+ factories** across India.

These factories are spread widely across the country to ensure **low-cost production and faster distribution**.

Some key locations include:

- **Mumbai (Maharashtra)** – the first and historic factory.
- **Bahadurgarh (Haryana)**
- **Neemrana (Rajasthan)**
- **Bhopal (Madhya Pradesh)**
- **Bahraich (Uttar Pradesh)**
- **Bengaluru (Karnataka)**
- **Kolkata (West Bengal)**

3. Regional Sales Offices

- Parle has a **network of regional and zonal offices** in almost every state capital and metro city (Delhi, Bengaluru, Kolkata, Chennai, Hyderabad, Pune, Lucknow, etc.).
- These offices handle **distribution, sales, and retailer relations** in their respective zones.

4. Distribution Network

- Over **6 million retail outlets** in India stock Parle products.
- Strong **urban and rural distribution** network with wholesalers, distributors, and retailers.

5. International Presence

- Exports to **more than 100 countries** worldwide.
- Has manufacturing units and tie-ups in countries like **Nigeria, Ghana, Kenya, UAE, and the UK** to cater to local demand.
- Especially popular among Indian diaspora communities abroad.

PROFILE OF THE BRANCH

BRANCH NAME	: PARLE BISCUIT FACTORY – PATWARI BAKERS PRIVATE LIMITED
ADDRESS OF THE BRANCH	: Plot No B-2, SIDCO INDUSTRIAL ESTATE, Kappalur, Madurai 625008

2.2 ORGANIZATIONAL STRUCTURE

Parle is a **family-owned private company**, so its structure is slightly different from large publicly listed MNCs. It follows a **functional organizational structure** (departments divided by functions like production, marketing, finance, etc.), but leadership remains concentrated in the **Chauhan family**.

Top Management (Ownership & Governance)

- **Chairman & Managing Director (MD):** Vijay Chauhan (third generation of Chauhan family).
- **CEO:** Sheena Karkera.

- **Board of Directors:** Includes members of the Chauhan family and professional managers.

They define the **strategic direction, future plans, policies, and overall growth** of the company.

Executive & Independent Board Members

The leadership team also includes:

- **Unnatti Jain** – Chairperson (Non-Executive & Independent Director)
- **Kalpana Jha** – Executive Director
- **Rakeshkumar D. Mishra** – Executive Director
- **Paras N. Bhojani** – Executive Director
- **Rakeshkumar Dinesh Mishra** – Chief Financial Officer (CFO)
- **Narendra Purohit** – Independent Non-Executive Director
- **Raviprakash Narayan Vyas** – Independent Non-Executive Director
- **Deepika Tater** – Company Secretary & Compliance Officer

Role	Name
Chairman & Managing Director	Vijay Chauhan
Chief Executive Officer (CEO)	Sheena Karkera
Chief Financial Officer (CFO)	Rakeshkumar Dinesh Mishra
Chairperson (Independent)	Unnatti Jain
Executive Directors	Kalpana Jha, Rakeshkumar D. Mishra, Paras N. Bhojani
Compliance Officer	Deepika Tater
Independent Board Members	Narendra Purohit, Raviprakash N. Vyas

Functional Divisions

Parle's structure is divided into **major functional departments**:

a) Production & Operations

- Manages factories, biscuit/confectionery production, and supply chain.
- Oversees **quality control** and **machinery maintenance**.
- Works with **R&D** to improve recipes and manufacturing efficiency.

b) Research & Development (R&D)

- Develops new products (e.g., Nutricrunch, Platina range).
- Works on improving nutritional content, shelf life, and packaging innovations.

c) Marketing & Sales

- Handles advertising (Parle-G ads are iconic), brand promotion, and market research.
- Works closely with distributors and retailers across **India's massive rural and urban network**.
- Also manages international marketing (Parle exports to over 100 countries).

d) Finance & Accounts

- Budgeting, investments, pricing strategies, and profit planning.
- Ensures cost control (since Parle's competitive advantage is affordability).

e) Human Resources (HR)

- Recruitment, training, and employee welfare.
- Ensures strong **work culture** and loyalty within factories and offices.

f) Distribution & Logistics

- Coordinates one of the **largest distribution networks in India**.
- Ensures timely delivery to remote towns and villages.
- Works with wholesalers, retailers, and online platforms.

Middle Management

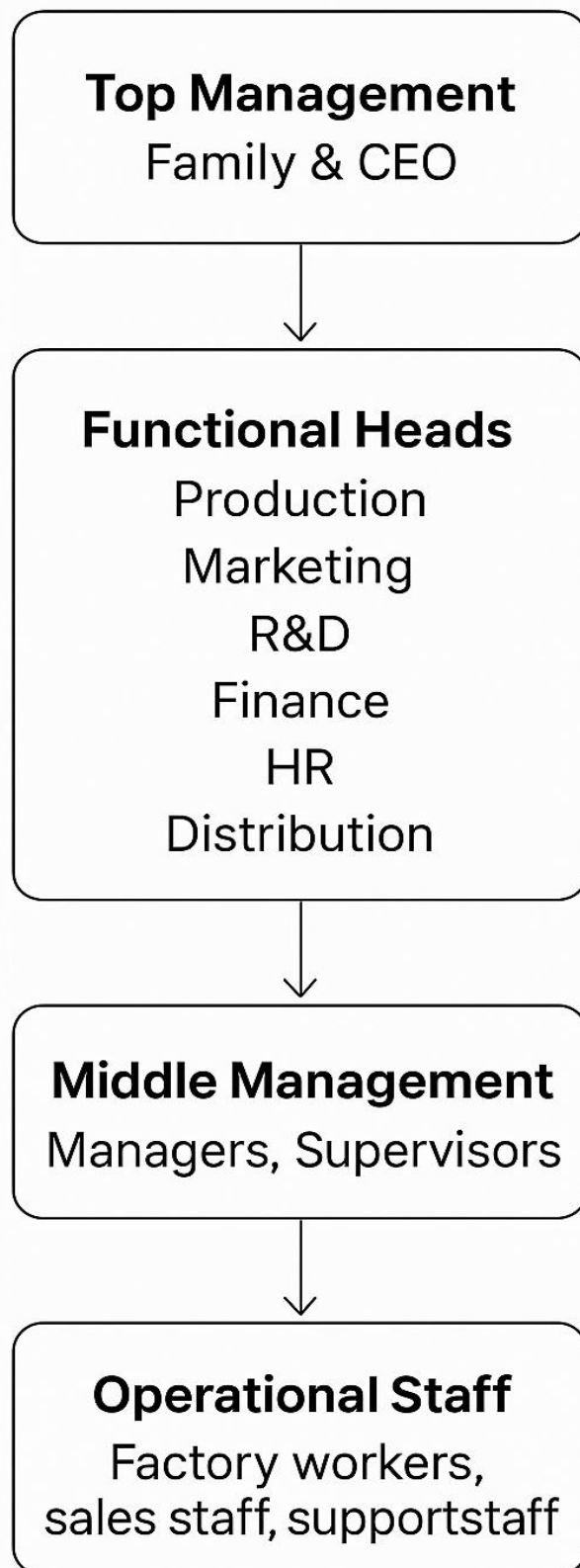
- Factory Managers
- Regional Sales Managers
- Brand Managers
- Finance Controllers

These managers **bridge the gap** between top management and operational staff.

Operational Staff

- Workers in **factories** (production line, machine operators, packers).
- Field sales representatives.
- Quality inspectors.

ORGANIZATIONAL STRUCTURE



IMPORTANCE

- It facilitates proper administration.
- It avoids delay in decision making.
- It also helps in taking correct decision.
- It helps in controlling the quality of output.
- It stimulates initiative and creative thinking of the employee.
- It helps for the growth of a company.

NEED OF EMPLOYEES

1. Job-Related Needs

- Production – roles like production technicians and quality control specialists are common in biscuit factories.
- Operations – Positions in operation management, Particularly in food repacking and export/import can be found
- Training and skill development
- Clear job roles and responsibilities – to avoid confusion and improve productivity.
- Safe working conditions – especially important in environments with heavy machinery
- Overtime pay – when extra hours are required.

2. Financial Needs

- Employees work to earn a livelihood, so they need:
- Fair and timely wages – competitive with industry standards.
- Overtime pay – when extra hours are required.
- Bonuses or incentives – for good performance or meeting targets.

3. Workplace Benefits

- To attract and retain skilled workers:
- Health insurance – for themselves and their families.
- Paid leave – including vacation, sick days, and holidays.
- Retirement plans – such as pensions or provident funds.

4. Career Growth Opportunities

- To keep employees motivated:
- Promotion paths – from worker to supervisor, for example.
- Skill upgrades – through company-sponsored training or certifications.
- Recognition – rewards for good work or long service.

5. Supportive Work Environment

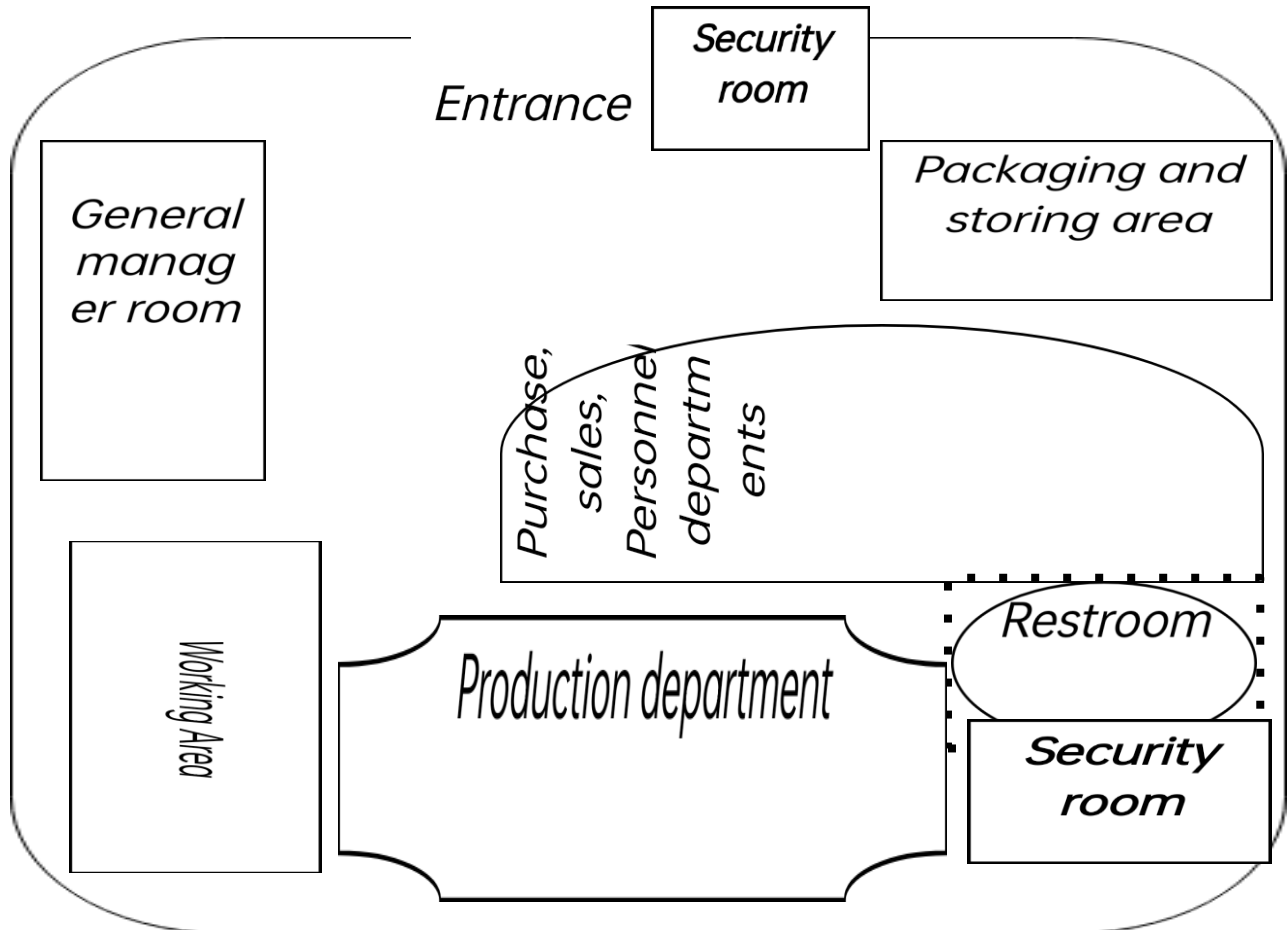
- A healthy company culture encourages:
- Respect from management and peers
- Open communication – ability to give suggestions or report problems
- Job security – not fearing sudden layoffs
- Teamwork – collaboration between departments

6. Personal Needs

- Sometimes overlooked, but important:
- Work-life balance – reasonable work hours
- Transportation support – company buses or allowances
- Canteen or food facilities – especially in remote work locations

2.3 COMPANY LAYOUT

Company layout refers to the detail's allocation of an available area for various purpose.

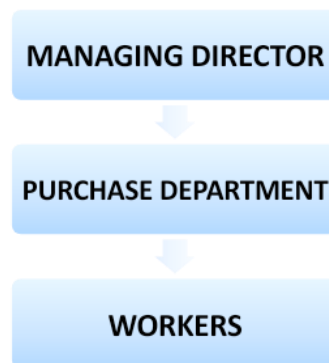


CHAPTER-3

VARIOUS DEPARTMENTS

3.1 PURCHASE DEPARTMENT

STRUCTURE OF PURCHASE DEPARTMENT



FUNCTIONS OF PURCHASE DEPARTMENT

- The purchase department in Parle G company, like in any organization, handles the acquisition of materials and services necessary for production and operations
- Its key functions include source reliable suppliers, negotiating favourable prices and terms, managing contracts, ensuring timely delivery and quality, and maintain good relationships with suppliers
- The Purchase Department ensures that all raw materials, packaging materials, and other supplies are procured at the right price, right quality, right time, and right quantity to keep Parle's massive biscuit and confectionery operations running.

1. Sourcing of Raw Materials

- Procures **wheat flour, sugar, milk powder, edible oils, cocoa, glucose, flavoring agents, etc.**
- Ensures that suppliers meet **Parle's strict quality standards.**
- Works on long-term supplier relationships for uninterrupted supply.

2. Vendor Management

- Selects, evaluates, and develops reliable suppliers (both local and international).
- Negotiates prices, terms, and credit facilities.
- Conducts **vendor audits** for quality assurance.

3. Procurement of Packaging Materials

- Buys **wrappers, cartons, laminates, labels, tins, and plastic film** for products like Parle-G, Hide & Seek, Monaco, Melody, etc.
- Ensures packaging aligns with **branding, sustainability, and shelf-life requirements**.

4. Cost Control

- Works to get the **best rates without compromising quality**.
- Maintains competitive advantage by keeping biscuits affordable (Parle-G is famous for its low cost).

5. Inventory Management

- Maintains **optimal stock levels** of raw and packaging materials.
- Uses **just-in-time purchasing** to reduce storage costs.
- Prevents shortages that could halt production.

6. Coordination with Other Departments

- Works closely with:
 - **Production** → to forecast material requirements.
 - **R&D** → for new ingredients in product innovation.
 - **Finance** → for budgeting and payment approvals.
 - **Quality Control** → to test material quality before use.

7. Compliance & Sustainability

- Ensures purchases comply with **food safety regulations (FSSAI, ISO, HACCP standards)**.
- Moves towards **eco-friendly packaging** and sustainable raw material sourcing.

8. Logistics & Supply Chain Support

- Manages transportation of raw materials to different factories across India.
- Coordinates imports/exports when ingredients or packaging materials are sourced internationally.

KEY FUNCTIONS

- Supplier selection and management
- Negotiation and contract management
- Order purchasing and follow-up
- Inventory management
- Cost management
- Market Research and Analysis

RAW MATERIALS

- Wheat flours
- Sugar
- Partially hydrogenated edible vegetable oils
- Invert syrup
- Leaving agents (503 baking powder)
- Milk solids
- Salt
- Emulsifiers
- Dough conditioners and contains added flavours

PRODUCTS:

- Biscuits
- Confectionery
- Snacks
- Cakes
- Rusk
- Atta
- Breakfast Cereals

3.2 PRODUCTION DEPARTMENT

Production department in Parle Products is responsible for “Manufacturing Biscuits, Including the well known Parle G.

FUNCTIONS OF PRODUCTION DEPARTMENT

The Department follows a structured process Followed by

- Raw Material mixing
- Dough molding
- Baking
- Cooking and conveying
- Assorting and packing
- Storing and Dispatching

1. RAW MATERIAL MIXING

Parle G biscuits begin with the mixing of raw materials, including **“Wheat flour, Sugar, Oils, and other ingredients”**.

2. DOUGH MOLDING

The mixed ingredients are then molded into biscuits shapes using machinery.

3. BAKING

The biscuits are backed in the long ovens, typically around 260 feet in length. The temperature of the oven varies, with propane gas often used for baking.

4. COOLING AND CONVEYING

After backing, the biscuits are cooled on conveyer belts, which can be several hundred feet long.

5. ASSORTING AND PACKING

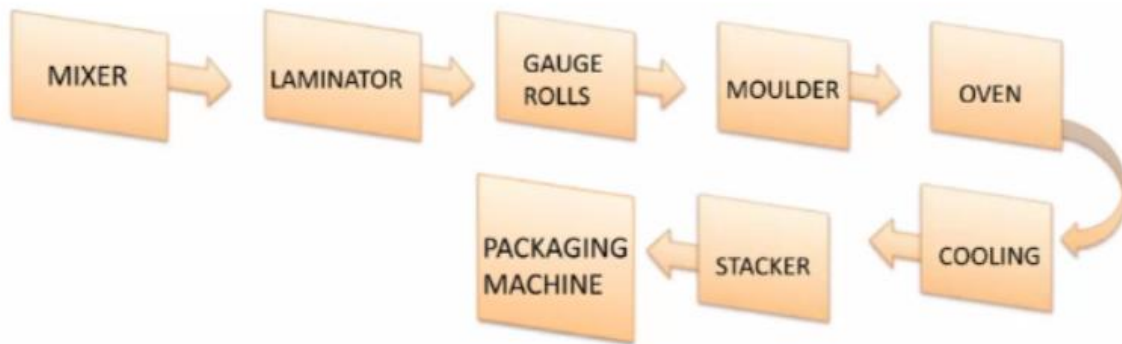
The cooled biscuits are then assorted and the metal detector ensures the removal of any metal particles. They are then packed using machinery and workers.

6. STORING AND DISPATCHING

Finally the packed biscuits are stored and then dispatched to various locations for distribution.

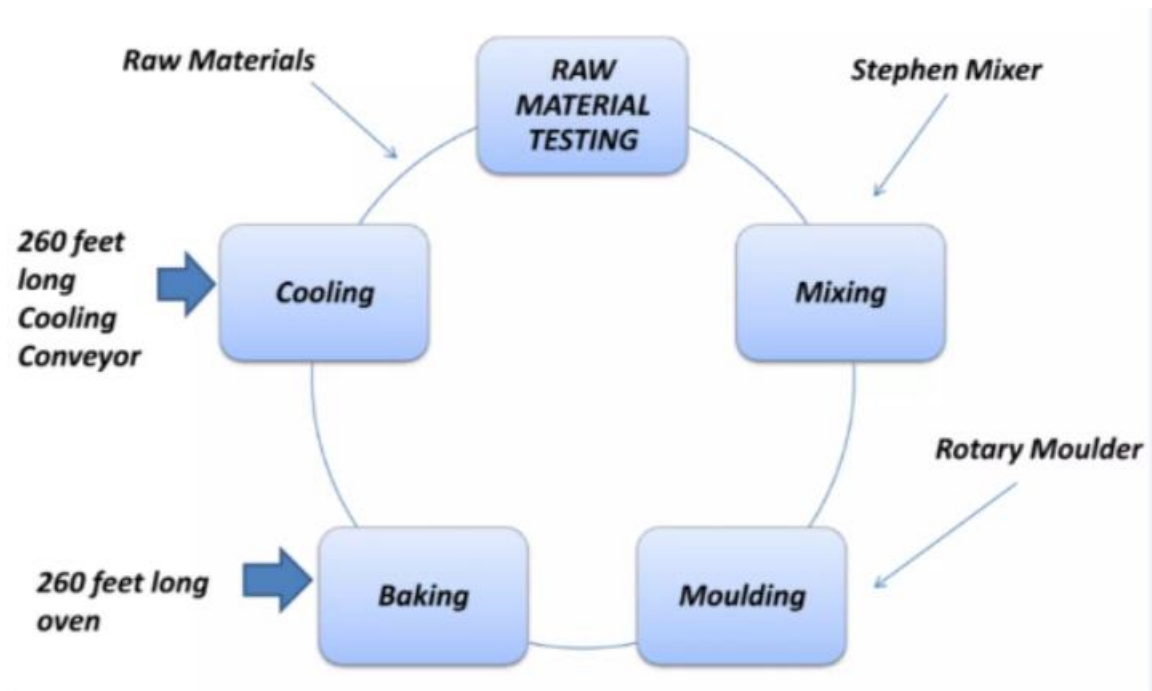
Parle aims to minimize wastage and ensure quality through various measures, including HACCP(Hazard Analysis and Critical Control Points), regular staff training, and the use of modern technology in its factories. The production capacity of parle has significantly increased over the year.

PRODUCTION PROCESS



PROCESS FOR MAKING **BISCUITS**





MACHINES USED IN BISCUIT MAKING

1. Dough Mixer

- Purpose: To mix wheat flour, sugar, oil, milk solids, glucose syrup, water, and other ingredients into a uniform dough.
- Type: Horizontal mixers or planetary mixers.
- Feature: Large capacity, ensures consistency in texture and taste.

2. Dough Feeder & Laminator

- Purpose: Transfers mixed dough to the sheeting section.
- Laminator: Rolls the dough into thin sheets, giving proper texture and layers.

3. Sheeter & Gauge Rollers

- Purpose: Flatten the dough sheets to the required thickness.
- Gauge Rollers: Control the thickness before cutting.
- Ensures biscuits are of uniform thickness and weight.

4. Rotary Cutting Machine / Rotary Moulder

- Rotary Cutter: Cuts biscuits into desired shapes (like Parle-G's rectangular biscuits with border design).
- Rotary Moulder: Used for soft dough (cookies, cream biscuits).
- Engraves patterns and brand names on biscuits.

5. Tunnel Oven

- Purpose: Bakes biscuits at controlled high temperatures.
- Type: Gas-fired / Electric tunnel ovens.
- Length: Usually 100–150 feet long.
- Biscuits travel on conveyor belts through zones of different temperatures (for uniform baking and color).

6. Cooling Conveyor

- Purpose: Cools baked biscuits gradually to avoid cracking and to maintain crispness.
- Design: Long mesh-belt conveyors with fans.

7. Stacker & Packing Machine

- Stacker: Aligns biscuits into piles of fixed number.
- Primary Packing Machine: Wraps biscuits in wax paper/foil/plastic film (Parle-G's yellow packet).
- Secondary Packing Machine: Packs wrapped biscuits into cartons for transport.

8. Metal Detectors & Quality Control Machines

- Purpose: Detects foreign particles (like metal pieces) for food safety.
- Quality Machines: Measure weight, moisture, and texture.



Dough Mixer



**Dough Feeder
& Laminator**



**Sheeting &
Gauge Rollers**



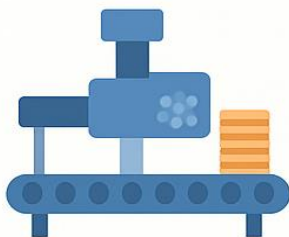
Rotary Cutter



Stacker



Tunnel Oven



**Cooling
Conveyor**



**Packing
Machine**

3.3 SALES DEPARTMENT

The **Sales Department** ensures that Parle products (like Parle-G, Monaco, Hide & Seek, Melody, Krackjack, etc.) reach **6+ million retail outlets** in India and more than **100 countries worldwide**.

MAIN FUNCTIONS OF SALES DEPARTMENT

1. Sales Planning & Forecasting

- Analyzes market demand for different products.
- Forecasts sales based on **seasons, festivals, and consumer trends**.
- Aligns with production to avoid overstocking or shortages.

2. Distribution Management

- Parle has one of India's **largest distribution networks**.
- The sales team ensures products reach:
 - **Wholesalers**
 - **Retailers** (kirana stores, modern trade, supermarkets)
 - **E-commerce platforms**
- Works with **C&F (carrying & forwarding agents)** and distributors to cover urban and rural markets.

3. Sales Promotion

- Implements **schemes, discounts, and offers** to push sales.
- Designs campaigns for **festivals, school tie-ups, and exhibitions**.
- Works closely with marketing for **brand visibility**.

4. Channel Management

- Handles multiple sales channels:
 - Traditional retail (kirana shops)
 - Modern retail (Big Bazaar, Reliance, D-Mart)
 - Online sales (Amazon, BigBasket, Flipkart)
- Balances **small pack rural demand** (₹2–₹5 packs) with **premium urban demand**.

5. Customer Relationship Management

- Maintains relationships with **distributors, retailers, wholesalers**.
- Provides after-sales service for complaints, returns, and queries.
- Ensures trust and loyalty in the supply chain.

6. Sales Target Achievement

- Sets **monthly and annual targets** for different zones.
- Monitors **regional sales performance** (North, South, East, West).
- Motivates sales staff with incentives and bonuses.

7. Market Research & Feedback

- Collects feedback from retailers and consumers about:
 - Product taste, quality, and packaging.
 - Competition (Britannia, ITC, Sunfeast).
- Provides data to **R&D and marketing** for product improvements.

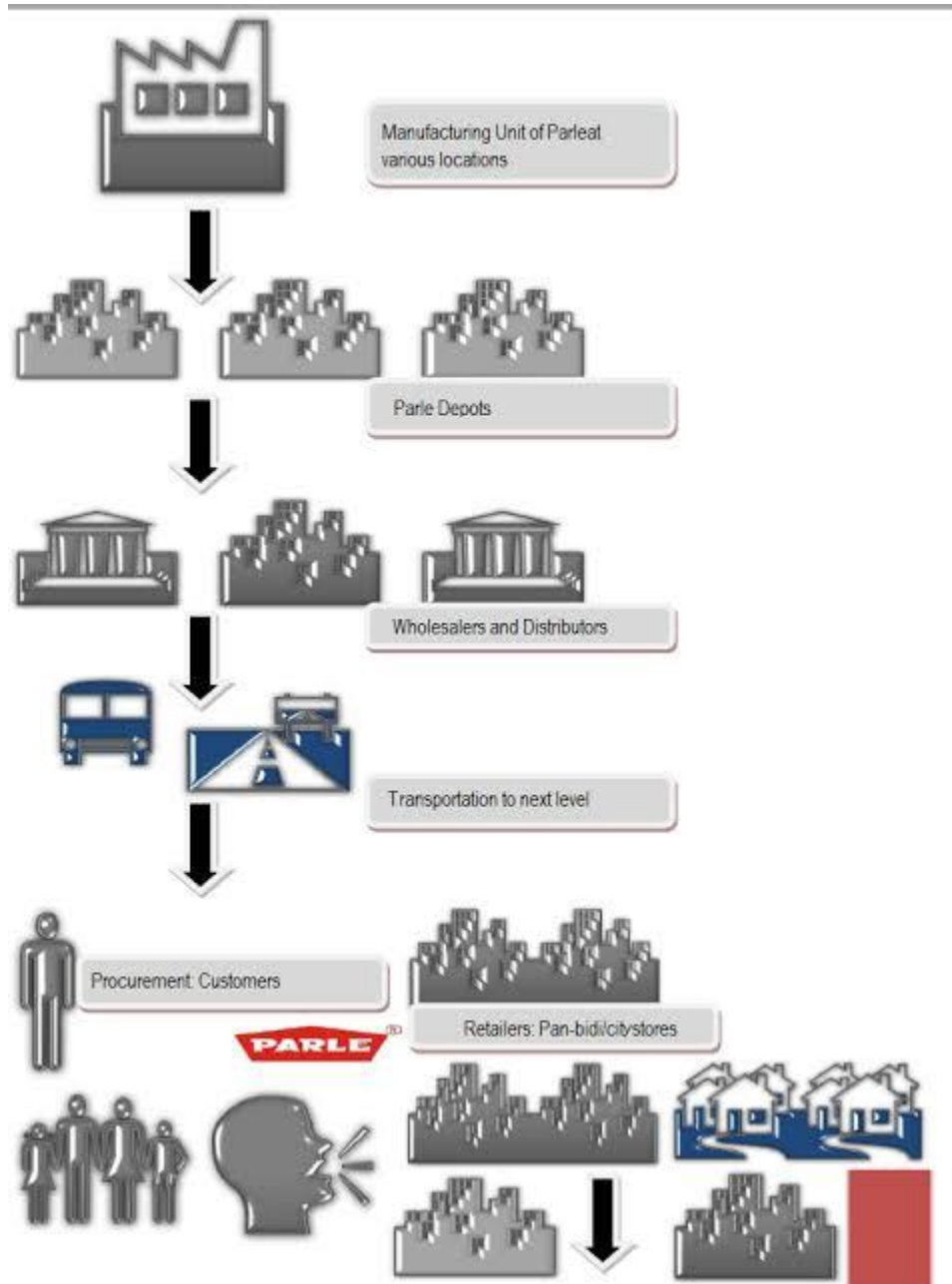
8. Export Sales

- Handles **international sales** in over 100 countries.
- Customizes products and packaging as per **local tastes and regulations**.
- Expands Parle's footprint in Africa, Middle East, USA, and Europe.

STRUCTURE OF SALES DEPARTMENT

DISTRIBUTION CHANNEL NETWORK OF PARLE-G





3.4 HUMAN RESOURCES DEPARTMENT

Parle Products, a major Indian food corporation, has a Human Resource(HR) department that handles personnel management, Including recruitment, training and development. This department is responsible for managing the company's workforce and ensure employee well-being.

KEY FUNCTIONS OF HR DEPARTMENT

- Recruitment
- Training and development
- Performance Appraisal
- Welfare Activities
- Industrial Relations
- Wage and Salary Administration
- Employee Relations

Recruitment

Finding and hiring suitable candidates for various positions within the company

Training and Development

Providing opportunities for employee to enhance their skills and knowledge

Performance Appraisal

Evaluating employee performance and providing feedback for improvement

Welfare Activities

Implementing programs to support employee well-being, including health and safety initiatives.

Industrial Relations

Managing employee relationships and ensuring a positive work environment.

Wage and Salary Administration:

Managing employee compensation and benefits.

Employee Relations

Building and maintaining positive relationships with employees, including addressing grievance and concerns.

PARLE PRODUCTS HR PHILOSOPHY

- Parle products value its human resources as its most valuable asset
- The company is committed to providing opportunities for employee development and growth.
- Parle products believes in creating a positive and supportive work environment
- The company emphasizes teamwork, responsibility, and integrity in its workplace culture.

SHIFT TIMING

Shift systems are vary by position and department, but generally fall within a range of **“8 hours to 12 hours “** a day.

Some positions, like those in sales and marketing may have a fixed shifts like **“10 AM to 6 PM”**.

Other roles may have more flexible or rotating shifts, potentially including morning and evening shifts. Additionally, some positions may involve working weekends.

PRODUCTS OF PARLE:

A. Parle-G (Flagship Product)

- Classic glucose biscuit.
- Affordable, filling, and a perfect companion with tea or milk.

B. Variants of Parle-G

- **Parle-G Gold** – A larger, crunchier, richer biscuit.
- **Parle-G Milk Shakti** – Focused on milk nutrition for children.

C. Other Biscuits by Parle

- **Monaco** – Light, salty crackers.
- **Krackjack** – First sweet-and-salty biscuit in India.
- **Hide & Seek** – India's famous chocolate chip cookie.
- **20-20 Cookies** – Variants like butter, cashew, coconut.
- **Marie Choice** – Light biscuits, ideal with tea.

D. Confectionery Products

- **Melody** – Toffee with chocolate filling.
- **Kismi** – Caramel with elaichi flavor.
- **Mango Bite** – Hard candy with mango flavor.
- **Poppins** – Round, colorful fruit-flavored candies.

E. Snacks & Namkeens

- Parle has also entered the snacks sector with **Chatkeens, Full Toss, and wafers.**

Marketing and Branding Strategy

Parle-G's success lies in its **simple but powerful marketing**.

- **Packaging** – Yellow-and-white stripes with the Parle-G girl have remained almost unchanged for decades.
- **Taglines** – From “*Swad Bhare, Shakti Bhare*” to “*G for Genius*”, the brand has always focused on energy and intelligence.
- **Advertising** – TV and print ads connected Parle-G with childhood, learning, and everyday family life.
- **Pricing** – Extremely low-cost packs (₹2, ₹5, ₹10) ensured affordability across all income groups.
- **Distribution** – Available everywhere: big supermarkets, local kirana shops, and even small tea stalls.
- **Emotional Branding** – Associated with school memories, railway journeys, and tea-time snacks.

CHAPTER-4

FINDINGS AND SUGGESTIONS

4.1 FINDINGS

- The company maintains a positive and collaborative work environment.
- There is poor communication between employer and labours.
- Inadequate water facility.
- Lack of transport facility
- Credits are allowed to buyers.
- The company adheres strictly to safety standards, with regular safety drills and clear safety signage throughout the facility.
- There is no canteen facility.
- 81 %respondents are excellent for the work load.
- 80% respondents are agreeing in the company recognizes a valuable.

4.2 SUGGESTIONS

1. Product Diversification

- Introduce **new flavors** (chocolate, honey, oats) while keeping the original iconic taste intact.
- Launch **healthy variants** (low-sugar, multigrain, gluten-free) to attract health-conscious consumers.

2. Premiumization

- Build more products under **Parle Platina** with premium packaging.
- Target urban consumers with **smaller luxury packs** alongside mass-market biscuits.

3. Global Expansion

- Strengthen exports in **emerging markets** (Africa, Middle East, South Asia).
- Establish **overseas manufacturing plants** to reduce logistics cost and boost brand presence abroad.

4. Digital & E-commerce Push

- Expand presence on **online grocery platforms** (BigBasket, Amazon, Blinkit).
- Create **direct-to-consumer website/app** for Parle lovers worldwide.

5. Sustainability Initiatives

- Move towards **eco-friendly packaging** (biodegradable/recyclable wrappers).
- Highlight sustainability in marketing campaigns.

6. Marketing & Branding

- Revive **nostalgic campaigns** around “G for Genius” to connect with millennials.
- Collaborate with influencers & digital creators for **youth-focused marketing**.
- Use **educational tie-ups** (free biscuits in schools, nutrition awareness) to strengthen the "genius" image.

7. Rural Penetration

- Continue **₹2–₹5 packs** for rural affordability.
- Introduce **nutritional school packs** for children in rural areas (with added vitamins).

8. Innovation in Snacks

- Leverage Parle’s brand power to enter **snack foods** (chips, baked snacks, protein bars).
- Use the trust of Parle-G to diversify into **dairy or beverages** (milkshakes, energy drinks).

These could ensure continued success and growth for the company

CHAPTER-5

CONCLUSION

Employee- employer relationship refers to degree of readiness of an organism to pursue some designated goal and implies the determination of the nature and locus of the forces, including the degree of readiness employee – employer relationship is a general inspirational process, which gets the members of the team to pull their weight effectively, to give loyalty to the group, to carry out properly the tasks that they have accepted and generally to pay an effective part in the job that the group.