

1.Parle -G



Goal:

the goals of Parle-G to facilitate its strategic, managerial, as well as general decision making processes.

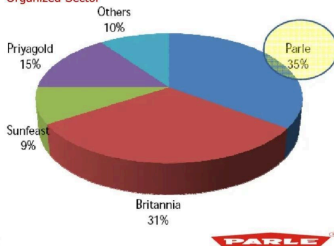
The primary goal of Parle -G to keep their products cost economical that more accessible for them to attract consumers. The marketing strategy of Parle-G achieved a high ratio just because of their economical pricing segment.

KPI:

The biscuit maker posted a 9% increase in net sales at Rs 16,202 crore while profit slipped 81% to Rs 256 crore during the year ended March.

External Analysis

➤Major Market Share Holders – Organized Sector

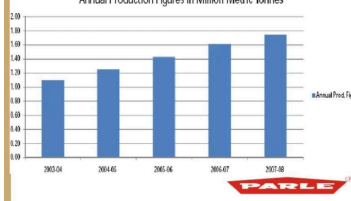


External Analysis

➤Annual Production:

•The organized biscuit manufacturing industry's annual production figures show YOY growth indicating rising consumption pattern in India.

Annual Production Figures in Million Metric Tonnes



Parle began manufacturing biscuits in 1939, with a license to supply their biscuits only to the British Army. In 1947, when India became independent, the company launched an ad campaign showcasing its Glucose biscuits as an Indian alternative to the British biscuits.

Brand identity

Parle-G, a brand synonymous with biscuits in India, has employed a series of effective branding strategies since its inception. Established in 1929 by the Chauhan family, the brand

has evolved into an iconic representation of affordable and quality biscuits that have captured the hearts of millions across the country.

Target Audience

Parle's main target audience were the kids and they found the jingle to be catchy and fun. The brand was extremely successful in establishing the brand name from Parle-Gluco to Parle G seamlessly

Fun fact

Another notable fact about Parle-G is that it is one of the best-selling biscuit brands in the world, with more than 400 million packets sold every month. In fact, Parle-G is so popular in India that it is often referred to as the "Common Man's Biscuit."

Conclusion- Parle Products started business as a confectionery maker in 1929 and after getting freedom in 1947 they started advertising their glucose biscuit brand as an affordable biscuit and an alternative to British brands, which led them to become India's first FMCG company to cross ₹ 5000 crores retail sales.