

# parle G

**Parle Products was established as a confectionery 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.**

**Primarily eaten as a tea-time snack, Parle-G is one of the oldest brand names in India. For decades, the product was instantly recognized by its iconic white and Yello wax paper wrapper. The wrapper features a young girl (an illustration by Everest creative Maganlal Daiya back in the 1960s).**

**Parle-G has recently become available in plastic wrapping. The modern packaging retains its traditional design. The change in materials was promoted with advertisements showing a Parle-G packet placed into a fish tank. In 2011, Nielsen, a market research**

company, published a report stating that Parle-G has consolidated its position as the world's largest selling biscuit brand. In fact, Parle G has topped other leading brands such as Kraft Foods's Oreo, Mexico's Gamesa and Walmart's private labels. Key factor to the success is that India is the world's leading market for biscuits, moving past some of the biggest markets in the world – the US, Mexico, China, Italy and Spain. [