



# ಎಸ್.ಜಿ.ಎಂ.ವಿ. ಮಹಾಂತ ಪ್ರಥಮ ದರ್ಜೆ ಕಲಾ ಮತ್ತು ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ



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ದಿನಾಂಕ : 09/12/2024

To,  
Manager,  
Parle-G industry,  
Varur, Hubli

Subject: Department of Commerce seeking permission to visit the Parle-G industry.

With reference to the above subject. I request your kind self to permit, our students of Commerce to visit the Parle-G industry to study the various processes and functioning activity of the industry which help them to get practical knowledge. Please do the needful and oblige.

Thanking you

Yours faithfully

*Ik- [Signature]*

Dr. M. Rajashekarappa  
Principal

S.J.M.V. Mahantha First Grade  
Arts & Commerce College,  
Rayapur, Dharwad-580 009.



*[Signature]*  
Coordinator  
IDAC

S.J.M.V. Mahantha College, Dharwad

*[Signature]*  
FOR PARLE PRODUCTS PVT. LTD.



**SJMV MAHANTHA FIRST GRADE ARTS AND COMMERCE COLLEGE  
RAYAPUR, DHARWAD-09**


Date: 05-12-2024

**NOTICE**

**This is to inform the students that, IQAC and Department of Commerce Arranged an Industrial Visit to Parle-G Industry, Varur, Hubli on 10-12-2024. All the Commerce students are here by informed to join the visit.**



  
Co-ordinator  
IQAC  
SJMV Mahantha College, Dharwad

  
Principal  
S.J.M.V. Mahantha First Grade  
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## ***INDUSTRIAL VISIT***

### ***A REPORT***

### **History of Parle-Products**

Parle Product 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.

1947

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 2013, Parle-G became India's first fast-moving consumer goods brand to cross the 50 billion mark in retail sales.

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

  
Co-ordinator  
IQAC

SJMV Mahantha College, Dharwad



Principal  
S.J.M.V. Mahantha First Grade  
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# Industrial Visit to Parle-G Industry, Hubli



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