



ಎಸ್.ಜೆ.ಎಂ.ವಿ. ಮಹಾಂತ ಪ್ರಥಮ ದರ್ಜೆ ಕಲಾ ಮತ್ತು ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ

ರಾಯಾಪುರ, ಧಾರವಾಡ-580 009

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ಕ್ರ.ಸಂ. : ಎಸ್‌ಜೆಎಂವಿ ಮಮ/2024-25

ದಿನಾಂಕ : 09/12/2024

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

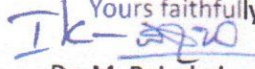
Subject: Department of Commerce seeking permission to visit the Parle-G industry.

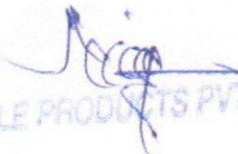
With reference to the above subject. I request your kind self to permit, our students of Commerce to visit the Parle-G industry to study the various processes and functioning activity of the industry which help them to get practical knowledge. Please do the needful and oblige.

Thanking you




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

Yours faithfully

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


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 hereby informed to join the visit.



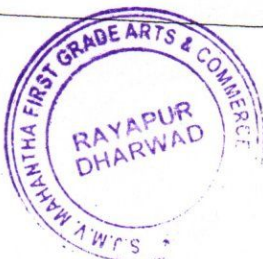

Co-ordinator
IQAC
SJMV Mahantha College, Dharwad


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

10-12-2024

SLNO	NAME OF STUDENTS	SIGNATURE
01	Suchitra G. Kelageri	S.G. Kelageri
02	sagar Jadhav	Sagar J
03	Mahantesh Shalavadi	Mahantesh
04	vanishree kammur	vanishree
05	Jyoti Huger	Jyoti
06	mubeen banu Khanbhai	mubeen
07	Deepa Tippashetti	Deepa
08	Basavaraj Isammur	Basavaraj
09	Ashwini Ballari	Ashwini
10	Ganesh Jagatap	Ganesh
11	Laxmi Charan	Laxmi
12	Aishwarya R.P	Aishwarya
13	Praveen Navalur	Praveen
14	Ganesh Godi	Ganesh
15	Anitha Rayachur	Anitha
16	Muttamma C. Jadar.	M.C. Jadar
17	Rubeena Hudiy.	R.Hudiy
18	Manjunath Yashappanavar	Manjunath
19	Prajwal Dyavannavar	Prajwal
20	Radhika Shinde	Radhika

SJMV Mahantha College, Dharwad




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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

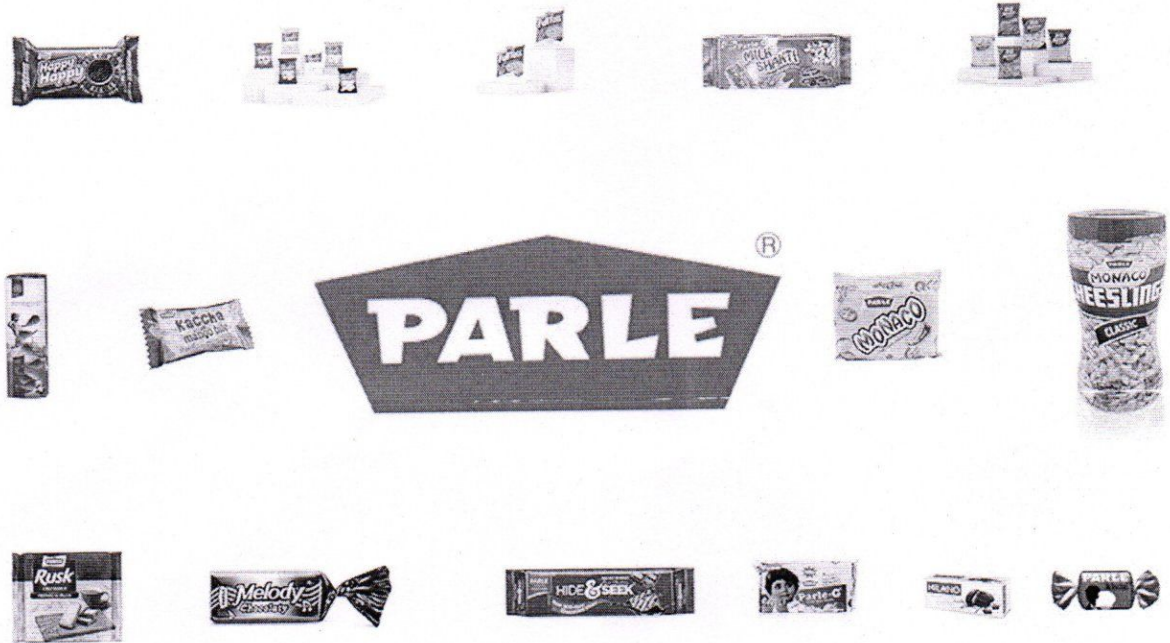

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Parle-G Products



Head Office and Its Branches

Head Office: Mumbai

No. Of Branches: 145 All over India

Visited Parle-G LVT Products Pvt Ltd Industry along with 20 students on 10-12-2024. The purpose of this visit is to enable the students get the practical knowledge and to understand the various processing stages involved in manufacturing of biscuits


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Industrial Visit to Parle-G Industry, Hubli




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