



Parle - G Biscuits

Packaging Is The Key

CORPORATE LOGOS



Parle-G or Parle Glucose is a brand of biscuits manufactured by Parle Products in India. As of 2011, it is the largest selling brand of biscuits in the world according to Nielsen. In 2013, Parle-G became India's first domestic FMCG brand to cross Rs. 5,000 crore in retail sales.

Parle Products was established in the Vile Parle suburb of Mumbai, in 1929. It began manufacturing biscuits in 1939. In 1947, when India became independent, the company launched an ad campaign, showcasing its

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RaoSpeak

Any packaged snack/food that contains sweet taste and is retailed in packets comes under the sway of the planet Venus whose colour is yellow. Retail business comes under the influence of the planet Mars which is colour red.

In the Parle-G biscuit packaging there is ample presence of the two colours Yellow and Red. This has ensured the longevity of the product and the profitability of the company.

GlucO brand of biscuits as an Indian alternative to the British biscuits. Parle-G biscuits were earlier called 'Parle Gluco' Biscuits until 1980s. The "G" in the name Parle-G originally stood for "Glucose", though a later brand slogan also stated "G means Genius".

Very surprisingly expatriate Indians still choose Parle G instead of the many established brands available abroad. Parle-G is sold in US in most of the Indian stores in pack of 20 for about 2\$.

Marketing

Primarily eaten as a tea-time snack, Parle-G is one of the oldest brand names in India. In fact doctors distribute Parle G biscuits after blood donation as well.

For decades, the product has been instantly recognized by its iconic white and yellow wax

paper wrapper with the depiction of a young girl on the front. That boy/girl on the packet hasn't changed for ages, and many Indians remember it from their very early childhood memories. The only thing that has changed is the packing material; the plastic packaging today used to be in some kind of butter-paper (type) wrap until about late 90s.

Parle G is ranked 7th in the most Trusted Brands Survey conducted last year. One of the reasons behind the popularity of this brand is its strong distribution network. It is distributed over 6 million retail stores in the country and is even available in villages with a population of 500. Parle gets over 90% of its revenue from popular biscuit brands such as Parle-G, Hide & Seek and Krackjack.

Compared with rivals such as Britannia Industries Ltd and ITC Foods, the maker of

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Parle Group

- Parle Products was founded in 1929 in British India. It was owned by the Chauhan family of Vile Parle, Mumbai. The Parle brand became well known in India following the success of products such as the Parle-G biscuits and Thums Up soft drink.
- The original Parle company was amicably split into three separate companies owned by the different factions of the original Chauhan family:
- Parle Products, led by Vijay, Sharad and Anup Chauhan (owner of the brands Parle-G, Melody, Mango Bite, Poppins, Monaco and KrackJack)
- Parle Agro, led by Prakash Chauhan and his daughters Schauna, Alisha and Nadia (owner of the brands such as Frooti and Appy)
- Parle Bisleri, led by Ramesh Chauhan
- All three companies continue to use the family trademark name "Parle".



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Major Indian Biscuit Brands

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Sunfeast biscuits, Parle has been slow in expanding into new product categories. Over the past few years, Parle's main focus was growing its biscuit sales through increased distribution and new products as demand for biscuits was particularly strong from 2007 to 2010.

Parle-G has consolidated its position as the world's largest selling biscuit brand, says a new report by market researcher Nielsen. The study, for last year, says Parle-G has topped brands like Kraft's Oreo, Wal-Mart's private labels and Mexico's Gamesa in volume sales to lead the Rs 11,295-crore Indian biscuits category. ■

Parle-G facts

- If a month's production of Parle-G biscuits are stacked side-by-side, the distance between Earth to Moon of 7.25 lakh kms can be covered.
- 400 million Parle-G is produced daily.
- 1 billion packs of Parle-G are produced monthly.
- Parle-G biscuits are sold in more than 5 million retail stores.
- 4,551 Parle-G biscuits are consumed per second.
- If all Parle-G biscuits consumed annually are put end to-end, they would cover the Earth's circumference 192 times.
- Parle-G sells more than all the biscuit brands sold in China which is the fourth largest biscuit market in the world.
- From mid-90s to mid-2000 the price of Parle-G remained unchanged.