

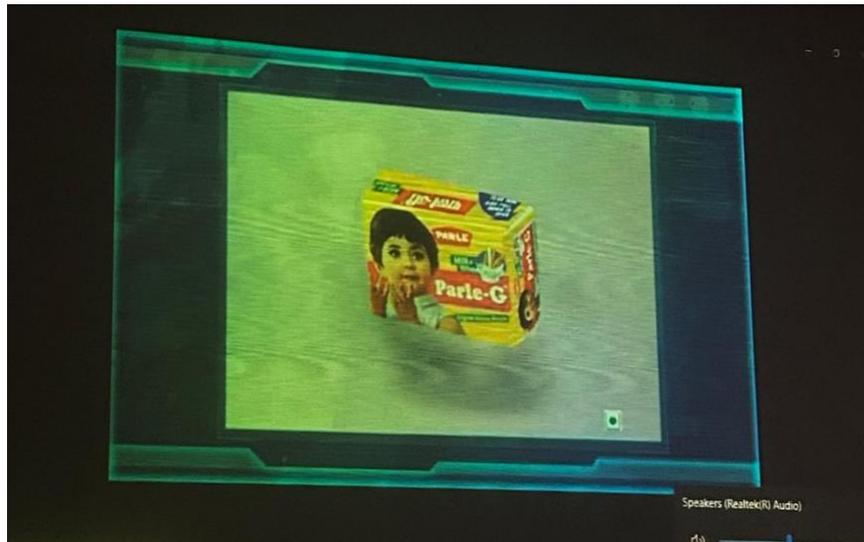
SESSION SUMMARY

“Parle Factory Visit” at N. L. Dalmia Institute of Management Studies and Research | 2nd December 2024 | 7:00 am to 8:30 pm

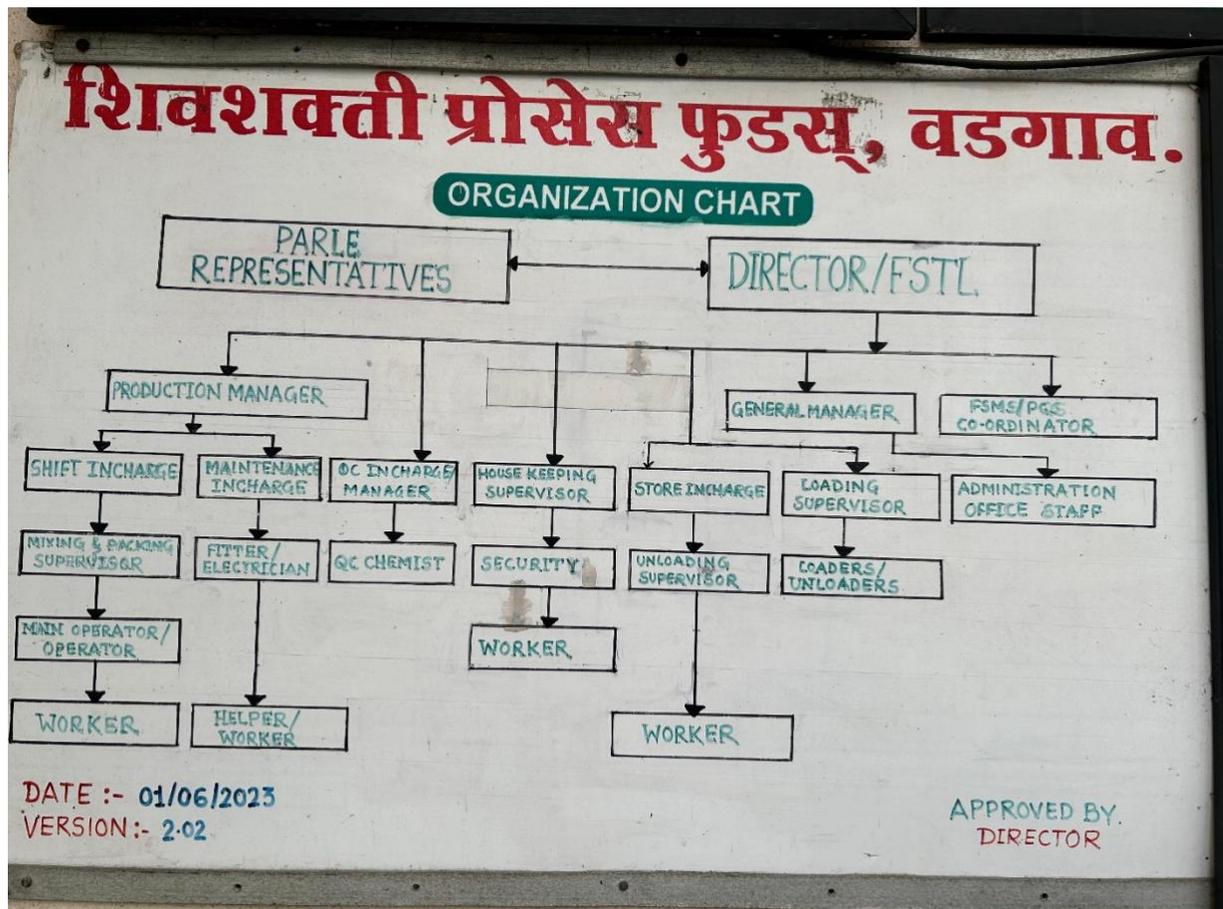
On December 2, 2024, the Marketing and Business Analytics students Batch 2023-2025 of NL Dalmia Institute of Management Studies and Research had the privilege of visiting the renowned Parle Products Ltd. in Lonavala. This visit offered an excellent opportunity to gain practical insights into the operations of one of India’s most iconic FMCG brands.



The visit began with a warm welcome, followed by an engaging video presentation that delved into the fascinating world of Parle. The video highlighted the company's impressive journey since its inception in 1929 by Shri Mohanlal Dayal Chauhan, who laid the foundation for this celebrated brand. It also shed light on Shri Narottam Chauhan’s pivotal contribution, as he traveled to Germany to master the art of confectionery making, which later culminated in establishing Parle's first factory in Mumbai. Today, Parle has expanded exponentially, with factories spread across the nation, producing beloved products that have become household names.



The video also introduced us to Parle's diverse product portfolio, which includes legendary items such as Parle-G, Krack Jack, Melody, Mango Bite, Kacha Mango Bite, Hide and Seek Bourbon, Poppins, 20-20 Cookies, Full Toss, Kiss Me, and Parle Wafers. In addition to exploring the history and range of products, we learned about Parle's innovative advertising and market placement strategies, which play a significant role in its enduring success.



The highlight of the visit was an in-depth tour of the factory floor, where we witnessed the intricate processes involved in producing Parle-G biscuits. The factory operates 24/7, manufacturing an astounding 10,000 biscuits per minute to meet the high demand. A detailed explanation of every step in the production process, from sourcing raw materials to quality checks and final packaging, provided us with a comprehensive understanding of the operational excellence and technological advancements at Parle.

After the factory tour, we visited a nearby market, allowing students to explore Parle's market presence firsthand. This brief excursion provided an opportunity for us to purchase our favorite Parle products and observe how they are presented to consumers in retail settings.

This visit was an invaluable experience, bridging the gap between classroom learning and real-world application. It offered insights into the functioning of a globally recognized brand, its operational strategies, and its ability to maintain a dominant market position over decades.



We are deeply grateful to our faculty members for organizing this visit and providing us with such a unique learning opportunity. Their efforts in arranging this experience have added immense value to our academic journey.