



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

Department of Management

Parle Biscuits Private Ltd , Bahadurgarh,Haryana,India

Organiser : Maharaja Agrasen Institute of Technology, Department of Management

Date : September 11th , 2024

Timings : 8:00 am – 5:00 pm

Venue : Parle Biscuits Private Ltd Bahadurgarh ,Haryana , India

No of students Visited :45

Faculty Coordinator : Dr Sukhvinder Singh & Dr. Anoop Kumar Gupta

Maharaja Agrasen Institute of Technology, Department of Management organized one day industrial visit on 11th September 2024 to Parle Biscuits Private Limited , Bahadurgarh Haryana India . The visit was organized for first year MBA students .Students learned about the efficiency of large scale production ,rigorous quality control ,robust supply chain management and the importance of innovation and brand legacy . The students were accompanied by two faculty members Dr.Sukhvinder Singh and Dr Anoop Kumar Gupta from the Department of Management.

Parle Products, established in 1929, is India's leading manufacturer of biscuits and confectionery. With a presence spanning over 90 years, Parle has grown from a small factory in Mumbai to a global brand with manufacturing units in 7 countries outside India

Key Observations

Manufacturing Process: Students witnessed the biscuit-making process, from raw materials to packaging, and saw the machinery used in production .

Quality Control: The company's quality control measures, including human and automated testing, ensure high-quality products .

Sustainability: Parle emphasized its commitment to sustainability through initiatives like solar energy and rainwater harvesting .

Product Range: Students learned about Parle's diverse product portfolio, including Parle-G, Monaco, Krackjack, and Hide & Seek biscuits .

The industrial visit to Parle Biscuits provided valuable insights into the manufacturing process, quality control, and sustainability practices of a leading FMCG company. Students gained practical knowledge and appreciation for the industry's operations.

Snapshots

