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## THE STUDY OF THE COST OF PARLE BISCUIT PRODUCT IN PARLE COMPANY

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### **Abstract :**

Parle Company is a branded and reputed company in food processing in India. It is a private level company. It is a company that carries different products in different varieties in large quantities. A company that manufactures more than one product tends to make large profits. And the development of such industry is also happening on a large scale and fast. Everything is fulfilled in the industry by considering the customer's interest, choice, desire, need as well as the quality, quality, price, brand etc. of the product. And the sale of the product in bulk is increased by producing the product in large quantities in different varieties. Mainly because of the different varieties, the product is sold in large quantities. And there is a huge increase in income and profit. Therefore, the development of such industry is happening on a large scale and fast.

### **Introduction:**

When you think of biscuits, the name of Parle G, a Parle Industry Food Processing company comes to mind. Big company, quality product, different brands are manufactured by this company to fulfill the needs of the customers in the right way and according to their wishes. Parle is a company that manufactures quality products such as different food products, chocolates, biscuits under food processing. This company has maintained its brand all over the world. Customers from all over the world are attracted to Parle Company. Parle Company was established before the independence of India. 1929 Sally Parle Company is founded by the Chavan family in Vile Parle East, Mumbai. It is also known as the oldest and developed industry in food processing in Maharashtra as well as in India. Parle founder Mohanlal Chavan was a resident of Pardi near Valsad in Gujarat. When he came to Mumbai to earn a living, initially his tailoring business was not profitable for him. Later they started manufacturing biscuits under food processing. Since then, the company has been manufacturing various quality products for nearly 95 years. The company is getting huge benefit from it. The company is manufacturing new branded food products under food processing. This company is making different types of biscuits, chocolates, drinks according to the preferences of the customers. Parle Company has created its own trademark. Accordingly, the recognition of this company among the customers in the society is mainly preserved.

### **Research Methodology:**

The Research Paper is based on the secondary data and the information is retrieved from reference books, various journals, research papers, newspapers and websites on the same subject matter.



**Objective of the Study:**

**1) To study the different production numbers in the company.**

Parle Company is a food processing company. Different types of food products are being prepared under this company. This company mainly manufactures different types of biscuits. Their study is done in The company manufactures different product numbers like Parle, Parle G, Twenty-Twenty. Biscuits are available in small and large sizes as well as branded products in different sizes, types, flavors and quality to the customers. Under Parle G Industrial, customers from all over the world can easily and conveniently purchase products. It is also seen that this company has produced many pieces in biscuits for the purpose of consuming it. Therefore, such industries can easily survive in the global market. And they earn a large amount of foreign currency. Following is the list of Biscuits of different product numbers manufactured by such Parle Company.

**List of Parle Biscuit Product**

Sr. No	Product (SKU)	Sr. No	Product (SKU)	Sr. No	Product (SKU)
1	PARLE-G	15	KRACKJACK BUTTER MASALA	29	HIDE & SEEK CHOCOLATE & ALMONDS
2	PARLE-G GOLD	16	KRACKJACK JEERA	30	HIDE & SEEK CAFÉ MOCHA
3	PARLE-G CHHOTA BHEEM	17	TOP CRACKERS	31	HIDE & SEEK CHOCO ROLLS
4	20-20 COOKIES CLASSIC BUTTER	18	TOP SPIN CRACKERS	32	HIDE & SEEK BLACK BOURBON
5	20-20 COOKIES CLASSIC CASHEW	19	PARLE MARIE	33	HIDE & SEEK CRÈME SANDWICHES
6	20-20 GOLD COOKIES	20	MULTIVITA MARIE	34	MILANO CHOCOLATE CHIP COOKIES
7	20-20 NICE	21	AROVITA	35	MILANO CENTRE FILLED COOKIES – DARK CHOCO
8	HAPPY HAPPY COOKIES	22	MILK SHAKTI	36	MILANO CENTRE FILLED COOKIES – MIXED BERRIES
9	MAGIX	23	COCONUT COOKIES	37	MILANO CENTRE FILLED COOKIES – CHOCO & HAZELNUT



10	MONACO	24	FAB! BOURBON	38	NUTRICRUNCH DIGESTIVE COOKIES
11	MONACO ZEERA	25	FAB! JAM-IN	39	NUTRICRUNCH DIGESTIVE MARIE
12	MONACO PIZZA	26	FABIO CHOCOLATE	40	NUTRICRUNCH LIFE CRACKERS
13	MONACO PIRI PIRI	27	FABIO VANILLA	41	MEXITOS
14	KRACKJACK	28	HIDE & SEEK CHOCOLATE CHIP COOKIES		

In the above list it is seen that Parle company manufactures branded biscuits in different numbers and types in the product of biscuits. Therefore, different products of this company are demanded by different customers. And customers buy biscuits according to their demand and consume them. If any industry produces coins in more than one type, that industry will always gain a lot of profit. Also, Parle company also attracts a large number of customers to its products by producing different types of products. And the industry seems to have moved forward to increase sales of mass-produced goods. Therefore, there is a huge increase in profit in the production of Parle Company.

**2) To study different product cost in a company.**

In this research paper mainly the product of Biscuits has been studied in Parle Company. In this Parle Company has produced different types of biscuits. The biscuits are packed according to their weight. And different biscuits are priced according to their quality, quality. Parle Company has made all efforts to increase the sales within the given time by delivering the goods produced as per the price to the customers within the given time. Parle Company has all its products under food processing. Products are branded. Different biscuits are priced differently depending on their weight, quality. Therefore, customers can also benefit from it to a large extent. Following are the different biscuits manufactured by Parle Company and their price chart.

**Parle Biscuits Production and Price Chart.**

Sr. No.	Product (SKU)	MRP(Rs.)	CASE LOT
1	<b>PARLE-G</b>		
	24.5G	2	360
	32+6.5G	3	144
	49G	4	144
	55+10G	5	144
	110+20G	10	60
	220+50G	20	36
	800G	70	14



2	<b>PARLE-G GOLD</b>		
	80+20G	10	72
	200G	25	36
	500G	65	20
	1KG	125	14
	2KG	250	20
3	<b>PARLE-G CHHOTA BHEEM</b>		
	65G	5	144
	100G	10	144
4	<b>20-20 COOKIES CLASSIC BUTTER</b>		
	35+5G	5	144
	70+10G	10	90
	150+50G	20	50
5	<b>20-20 COOKIES CLASSIC CASHEW</b>		
	30+5G	5	144
	60+10G	10	90
6	<b>20-20 GOLD COOKIES</b>		
	BUTTER 52.5+22.5G	10	60
	CHCHIPS 43.75+12.5G	10	72
	CSHW ALMND 52.5+7.5G	10	60
	CSHW ALMND 100+20G	20	60
	BUTTER 150G	25	48
	CHCHIPS 100+20G	30	60
	CSHW ALMND 200G	40	36
CSHW ALMND 600G	120	12	
7	<b>20-20 NICE</b>		
	68.75G	10	80
	150G	25	48
8	<b>HAPPY HAPPY COOKIES</b>		
	30+10G	5	144
	60+20G	10	96
	120+30G	20	36
9	<b>MAGIX</b>		
	ROUND 29+11.8G*	5	144
	RECTANGLE 29+11.8G^^	5	144
	ROUND 58+23.6G	10	72
	RECTANGLE 58+23.6G*^	10	72
	ROUND 200G^	25	24
10	<b>MONACO</b>		



	34.27+3.43G	5	120
	66.7+8.7G	10	60
	200G	30	42
	400G	60	20
	800G	120	7
<b>11</b>	<b>MONACO ZEERA</b>		
	50+10.9G	10	60
	100+20G	20	40
<b>12</b>	<b>MONACO PIZZA</b>		
	50G	10	80
	120G	30	40
	300G	60	8
<b>13</b>	<b>MONACO PIRI PIRI</b>		
	50G	10	80
	120G	30	40
<b>14</b>	<b>KRACKJACK</b>		
	34.36+3.44G	5	144
	66.7+8.9G	10	80
	200G	30	40
	400G	60	20
	800G	120	7
<b>15</b>	<b>KRACKJACK BUTTER MASALA</b>		
	50G	10	80
	120G	30	40
	300G	60	8
<b>16</b>	<b>KRACKJACK JEERA</b>		
	34.36+3.44G	5	144
	66.7+8.9G	10	80
<b>17</b>	<b>TOP CRACKERS</b>		
	39.2G	5	100
	73.5G	10	48
	200G	30	30
	400G	60	20
<b>18</b>	<b>TOP SPIN CRACKERS</b>		
	76.95G	10	48
	200G	25	30
<b>19</b>	<b>PARLE MARIE</b>		
	32.9+9.4 = 42.3G	5	120
	65.8+14.1 = 79.9G	10	60
	250G	30	30
<b>20</b>	<b>MULTIVITA MARIE</b>		



	75G	10	80
	150G	20	40
	300G	40	20
<b>21</b>	<b>AROVITA</b>		
	75G	10	80
	150G	22	50
<b>22</b>	<b>MILK SHAKTI</b>		
	45+5G	5	144
	84+14G	10	96
	150+50G	25	60
	250+50G	30	36
<b>23</b>	<b>COCONUT COOKIES</b>		
	36+12G#	5	144
	72+24G*	10	48
	72+8G**	10	30
	200G	20	30
<b>24</b>	<b>FAB! BOURBON</b>		
	660G	10	60
	120G	20	80
	150G	30	36
	20G(30+4P)X12J	150	12
<b>25</b>	<b>FAB! JAM-IN</b>		
	MIXED FRUIT 55G	10	72
	ORANGE 55G	10	72
	BLACK CURRANT 55G	10	72
	STRAWBERRY 55G	10	72
	MIXED FRUIT 100G	25	75
	MIXED FRUIT 150G	35	30
	ORANGE 150 G	35	30
	BLACK CURRANT 150G	35	30
	STAWBERRY 150G	35	30
<b>26</b>	<b>FABIO CHOCOLATE</b>		
	50G	10	120
	120G	30	48
<b>27</b>	<b>FABIO VANILLA</b>		
	50G	10	120
	120G	30	48
	<b>PREMIUM RANGE OF BISCUITS</b>		
<b>28</b>	<b>HIDE &amp; SEEK CHOCOLATE CHIP COOKIES</b>		
	100+20G=120G	30	72
	200G	60	60



	350G	100	18
	528G(16.5GX32P)J	150	12
	660G(33GX20P)C	200	8
	1KG	300	6
<b>29</b>	<b>HIDE &amp; SEEK CHOCOLATE &amp; ALMONDS</b>		
	100G	30	60
<b>30</b>	<b>HIDE &amp; SEEK CAFÉ MOCHA</b>		
	120G	30	72
	200G	50	60
	660G(33GX20P)C	200	8
<b>31</b>	<b>HIDE &amp; SEEK CHOCO ROLLS</b>		
	25G	10	128
	75G	30	48
	120G	50	48
	250G	100	24
	375G(12.5GX30P)	150	12
<b>32</b>	<b>HIDE &amp; SEEK BLACK BOURBON</b>		
	CHOCO 100G	30	36
	VANILLA 100G	30	36
	CHOCO 300G	100	24
	VANILLA 300G	100	24
	CHOCO 480G (40GX12P)C	120	12
	VANILLA 480G (40GX12P)C	120	12
<b>33</b>	<b>HIDE &amp; SEEK CRÈME SANDWICHES</b>		
	CHOCOLATE 100+20G=120G	30	72
	ORANGE 100+20G=120G	30	72
	VANILLA 100+20G = 120G	30	72
	STRAWBERRY 100+20G = 120G	30	72
<b>34</b>	<b>MILANO CHOCOLATE CHIP COOKIES</b>		
	75GX48C	30	48
	120GX36C	60	36
	300G (12.5GX24P)J	120	12
	360G (24GX15P)C	150	8
<b>35</b>	<b>MILANO CENTRE FILLED COOKIES – DARK CHOCO</b>		
	75GX48C	35	48
	250GX20C	120	20
	300G (12.5GX24P)J	120	12
	360G (24GX15P)C	150	8
<b>36</b>	<b>MILANO CENTRE FILLED COOKIES – MIXED BERRIES</b>		



	75GX48C	35	48
	300G (12.5GX24P)J	120	12
	360G (24GX15P)C	150	8
<b>37</b>	<b>MILANO CENTRE FILLED COOKIES – CHOCO &amp; HAZELNUT</b>		
	60GX48C	35	48
<b>38</b>	<b>NUTRICRUNCH DIGESTIVE COOKIES</b>		
	CLASSIC DIGESTIVE 100+20G	20	60
	HONEY & OATS DIGESTIVE 100+20G	20	60
	HONEY & OATS DIGESTIVE 600G	120	9
	CLASSIC DIGESTIVE 1KG	200	12
<b>39</b>	<b>NUTRICRUNCH DIGESTIVE MARIE</b>		
	DIGESTIVE MARIE 100G	15	60
	DIGESTIVE MARIE 200G	30	15
<b>40</b>	<b>NUTRICRUNCH LIFE CRACKERS</b>		
	LITE CRACKERS 100G	15	48
	LITE CRACKERS 200G	30	20
<b>41</b>	<b>MEXITOS</b>		
	25G P	10	120
	75G P	35	72

The above table shows the different biscuits manufactured under Parle Company. Depending on the quality, weight, quality of the biscuits, different prices are available to the general consumer as well. The wide range of options available in biscuits enables the Parle company to attract a large customer base from local, national and international markets. So such industries get huge profits and such profits are increasing day by day.

### 3) To study the profitability of the company.

Parle Company is a food processing company that manufactures different types of products mainly biscuits production is studied in this research paper Parle Company has a gross income of Rs 17,223 crores in the financial year 2022 23. The net income of Parle Company has been Rs 905 crores. A large amount of income is earned by the Parle company due to the manufacturing of different types of products. Therefore, the profit of Parle Company has increased significantly. Parle Company manufactures various products. And selling that product is done according to your brand. Therefore, a large amount of profit is made to the Parle company. Similarly, in other industries also, if different types of products are increased, other businesses can also get huge profits like Parle Company. And the development of the company can also be done on a large scale.

### 4) To study the development of the company.

Parle Company is a company established in the state of Maharashtra, India. Established in the year 1929, today the company is earning a large amount of revenue and profit. And its products are available today in all markets at state, national, and international levels. This Parle company has done its development in a universal way. The growth of this





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company has increased by 4% in the financial year 2022-23. Parle Company is a brand in food processing in India. The company is recognized as a branded company and a well-known manufacturer of branded food in India. Due to this company, many products like biscuits, chocolates, drinks are produced for the customers. Hence, a large market has been captured by Parle Food Processing Company. This company has developed a lot. And will continue to happen in the future.

### **Conclusion:**

Parle Company is known all over the world as a well-known and well-known company in India. It is a private company in food processing. This company has manufactured many types of branded products under food processing. And they are made available for sale in markets all over the world. Therefore, by having more than one product in different sizes, different types of customers can be reached. Therefore, a large amount of goods can be sold and a large amount of income can be earned. Due to this, the company's profit, income, capital, assets increase to a large extent. Such a company makes its development to a large extent. If you produce more than one product of different types, you can get huge profits. Parle Company has not only produced one product but also produced more than one product, in different varieties, under different brands. So today Parle company is making huge profit. A large amount of capital is held by the Parle Company. Also the Parle brand has been retained among the consumers.

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