

Industrial Visit to Parle Factory, Bahadurgarh

The Department of Business Economics, Aryabhata College organized an industrial visit to Parle Agrovet Factory in Bahadurgarh, Haryana on 13th February 2020. Five teachers and twenty seven students were part of this visit.

The students assembled at the factory at 10:30 in the morning. The visit commenced with a short film about the history of Parle, its products, and how the company evolved. After the film, the students were ushered inside the factory. The first manufacturing line shown was of Monaco Biscuits and Krackjack Biscuits, where the biscuits were being cooled and packed. Second, the students watched the packing of Parle Chips and its variants. In total, five Parle products were being manufactured in the Bahadurgarh plant. It was a new and interesting insight for the students.

Ms. Hanisha Dalal, senior management executive, held an interactive session with the students. All students participated in the discussion. Questions regarding Parle's product positioning competitive strategy were raised. She gave a detailed insight into how Parle made its market, expanded its manufacturing and product portfolio to stay in tune with the market. With shift to biodegradable packaging, questions on Parle's future strategies were also asked. At the conclusion of the visit, students were handed out Parle candies and chips.



