

REPORT ON INDUSTRIAL VISIT TO PARLE G(MODERN BAKERS)

Venue: Modern Bakers, Madhavaram, Chennai

Date: 17.03.2015

No of students : 92

Faculties : Mr. T A M Hameed Kan, Mr. S Vinoth

Parle G -Overview

Parle Products was established as confectionery 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 Gluco brand of biscuits as an Indian alternative to the British biscuits.[2]

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

In 2013, Parle-G became India's first domestic FMCG brand to cross the 5,000 crore in retail sales.

The Visit

- The event started with a video presentation of Parle G products.
- The presentation was followed by visit to the plant and the various process were explained
- The packaging of the biscuits and dispatch to the distribution center were explained

Modern Bakers

Modern Bakers is located at Madavaram, Chennai. Modern Bakers has a tie up with Parle in manufacturing 20-20 cookies and Parle G. The Modern bakers work 24 by 7 in two shifts, 10:00AM-10:00PM, 10:00PM-10:00AM. The factory produces 34 tons of biscuits per day and sends the consignment to Parle, which is then distributed through the supply chain of Parle. There are around 250 employees working in the modern bakers plant.

Modern Bakers have a laboratory to test the raw materials and ensure quality raw materials are taken for further processing.

The raw materials (maida and sugar) are mixed in the right proportion and are placed in the container where the mixture gets the desired shape of the biscuit.

This shaped raw materials goes inside the oven where it is baked. The baked biscuits are allowed to cool and the packing process is done.

The defective goods are rejected and is tested for further processing.