



RANI CHANNAMMA UNIVERSITY BELAGAVI



**G.P PORWAL ARTS, COMMERCE, & V.V.
SALIMATH SCIENCE COLLEGE SINDAGI-586128**

RESEARCH TOPIC

**FINANCIAL PERFORMANCE ANALYSIS OF
PARLE-G PVT LTD**

RESEARCH STUDENT

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GUIDE

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H.O.D DEPT OF COMMERCE
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2022-23

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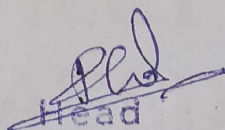
ACKNOWLEDGMENTS

Presently, Co-Ordinator Of Dept Of Commerce. Who Gave Me Opportunity, Direction And Support For My Project Work .I Would Like To Express My Gratitude To Prof. Prakash Teju.

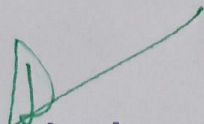
I Express My Gratitude To Shri Prof. D.M.Patil Principal G.P Porwal Arts, Commerce & V.V.Salimarth Science College Sindagi . Supported Me During My Project Work .

During My Project Work I Express My Gratitude To My Teachers S.S.Patil And Mahesh Rodagi . And I Would Like To Express My Gratitude To My Friend Mr.Darshan Pandit, Who Helped Me By Typing My Project Work Into The Computer And Responced.

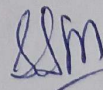
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**THIS PROJECT WORK
DEDICATED TO
MY FAMILY**

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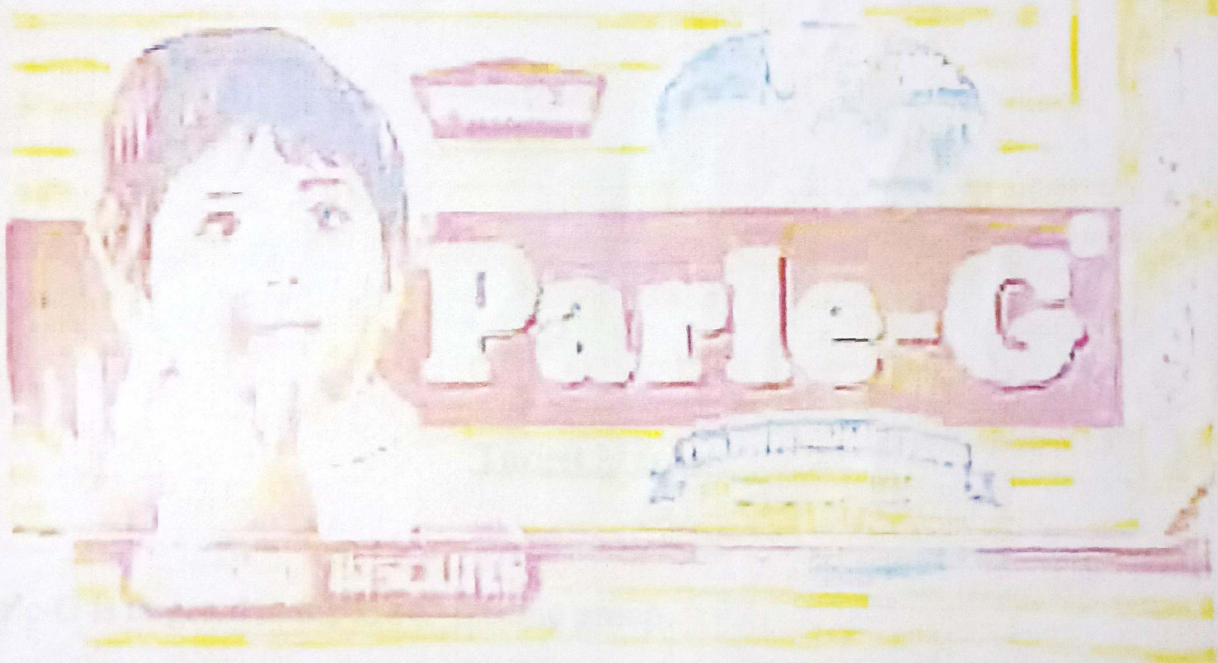
Introduction:

Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception.

Many of the Parle products - biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionary market in India, Parle has grown to become a multi-million dollar company. While to the consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance.

Brand Elements:

- Parle G was initially recognized by its iconic white and yellow striped wax paper wrapper with the baby face on it.
- Replaced with plastic wrappers which are glossy and strong
- Parle-G comes in 8 different sizes
- Brand ambassador is G-Man a superhero saving children from evil forces. This is a smash able element.
- TV commercial was launched for Parle-G where the product is being called 'Hindustan ki takat'



Positioning:

- Great taste, high nutrition, and the international quality
- Healthy snack for children of all ages and classes
- Complete wholesome meal for common man

16.5G, 38.5G, 60.5G, 82.5G, 99G, 209G, 313.5G, 418G, 825G



Pricing:

For 19grams:Rs.1/-

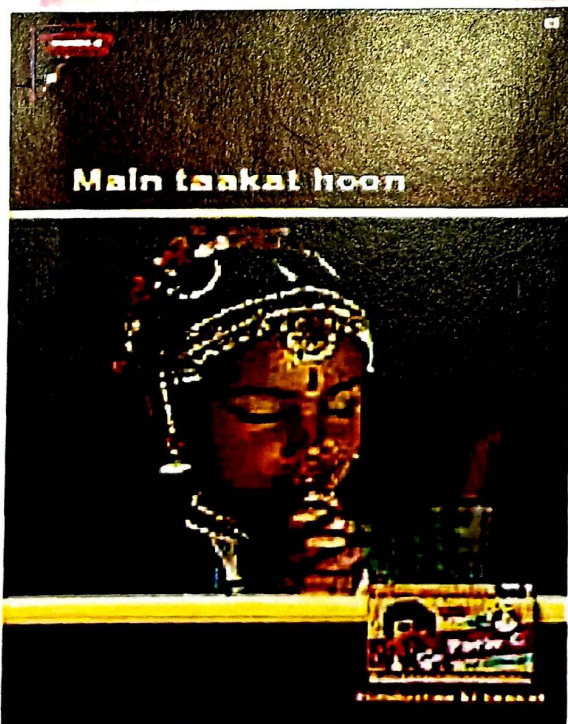
For 44grams:Rs.2/-

For 93.5grams:Rs.4/-

For 231.5grams:Rs.12

- Parle G has adopted the foll:
 - Market Penetration strategy i.e. low price along with capturing of a large market.
 - Value pricing method i.e. focus on low prices and providing good quality products.

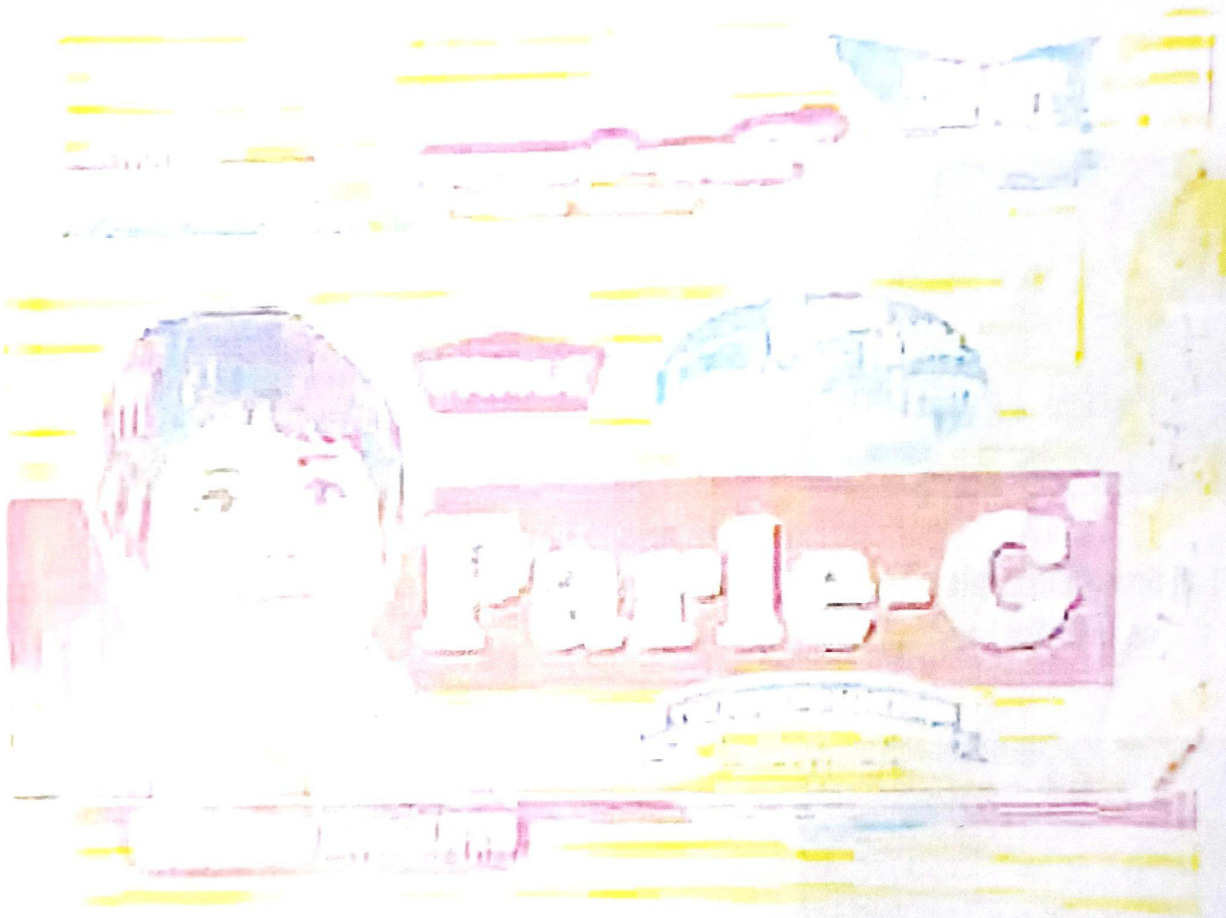
- In 2007 Parle-G launched its Parle Golu Galata contest.
- But in early 2008, Parle-G reverted to its 'G for Genius' line with a little twist – 'Do Genius'.



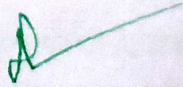
Story Board of an ad from the campaign:

Brand Name: PARLE-G

Ad: 'G Maane Genius'




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After the letter 'G' Darsheel shows him the letter 'A'



Then he prompts 'P'



Finally he points to 'E'



Aamir realizes her name is "Guppi" and tells her so



Guppi Aunty is ecstatic and impressed with his memory



Aamir and darsheel celebrate their sharpness because of Parle-G

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I express my humble gratitude towards Miss. Kanika Dewan for giving me a chance to research on such a reputed organization and for providing me proper inputs and guidance.

Last but not the least I want to thank my Parents, without their keen interest and immense guidance it would have not been possible to complete this project



Conclusion:

The detailed study about the Parle products mainly PARLE G, gives out a Success Story in rural areas. This shows that products even at low prices can earn substantially considerable profits. The results of the survey also indicate the importance of Parle G in comparison with its competitors, local and imitation

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