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**Industry visit: Parle**

1 message

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**Industry visit: Parle**

by

**Jaipuria Institute of Management, Indore**

On September 12, 2025, the Operations Club of Jaipuria Institute of Management, Indore, organized an industrial visit to **Parle Industries, one of India's most iconic FMCG brands with a legacy spanning over eight decades**. Guided by faculty members **Dr. Megha Jain, Dr. Manohar Kapse, Dr. Vinayak Vishwakarma, and Dr. Sudipta Nanda**, the visit witnessed enthusiastic student participation as they explored the scale and discipline behind Parle's large-scale operations. The session was facilitated by **Mr. Sudeep Whilyiam, Operations Manager of Parle, Indore**, who introduced the group to the company's structured manufacturing practices, operational excellence, and the brand strength that has made Parle a household name across India and beyond. This immersive experience provided students with the opportunity to connect classroom concepts with **real-time industrial applications**, while simultaneously deepening their understanding of large-scale production management and offering valuable exposure to the FMCG sector.



The session commenced with a 20-minute documentary that traced Parle's rich history, diverse product portfolio, and large-scale manufacturing capabilities. This was followed by an overview of the **end-to-end production process**, from raw material procurement to packaging, giving students a comprehensive understanding of the company's operations.

During the factory tour, key learnings for students were:

- **Brand Legacy:** With over 80 years of heritage, Parle-G stands as the world's largest-selling biscuit, symbolizing trust and loyalty across generations.
- **Rapid Production:** Time-efficient cycles of just 6 - 7 minutes per batch enable massive output while maintaining consistency.
- **Stringent Quality Checks:** Hourly inspections and lab testing before dispatch ensure products meet the highest safety and compliance standards.
- **Smart Automation:** The integration of robotics and AI streamlines packaging, enhances speed, and minimizes human error.
- **Round-the-Clock Workforce:** A 3-shift system with flexible hiring during peak seasons ensures an uninterrupted supply to meet consumer demand.
- **Robust Distribution:** Strong farm-to-factory sourcing and in-house logistics create seamless supply chain integration for global reach.
- **Innovative Product Mix:** Over 32 ingredients fuel flavor diversity, balancing mass-market affordability with premium offerings.
- **Sustainability Focus:** Energy-efficient production and affordable pricing strategies reinforce both environmental and social responsibility.





The visit concluded with an **engaging Q&A session** led by Mr. Sudeep, where students gained practical insights into operations management, process optimization, and quality control measures, allowing them to get their queries addressed and relate theoretical concepts to real-world challenges. In a thoughtful gesture, Parle distributed its signature Parle-G biscuits to all participants, making the experience both memorable and enriching.



### Team Media Relations Committee for the Event Coverage:

**Photographs – Suman Ghara**  
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