

A LEARNING REPORT

OF

INDUSTRIAL VISIT

AT

Sweety Industries

43/45, GIDC Estate, Subhash Nagar, Nadiad, Gujarat 387001

&

Sweetco Food Industries

Nr. Radhaswami Satsang Bhavan, Tundel, Pij Rd, Nadiad, Gujarat 387230



SUBMITTED TO



GANDHINAGAR UNIVERSITY

SUBMITTED BY

GIM MBA

Semester 3

Date: - 23rd OCTOBER, 2024

PARLE

Parle is an Indian food and beverage company, known for its popular biscuit brands like Parle-G, Monaco, Krackjack, and Hide & Seek. It's a household name in India and has been around for over 90 years.



PURPOSE STATEMENT

Parle's great purpose statement is to provide innovative, high-quality, and value products within India and across the globe.

HISTORY :

- **Founded:** 1929 by Mohanlal Chauhan in Vile Parle, Mumbai.
- **Early Years:** Started as a small confectionery shop, later expanding into biscuit manufacturing.
- **Independence Era:** Leveraged India's independence to position itself as a national brand, offering affordable and delicious snacks.
- **Parle-G:** The iconic Parle-G biscuit, launched in the 1930s, became a staple in Indian households, known for its taste and nutritional value.

PRODUCTS :



Parle-G : The world's largest-selling biscuit brand.



KrackJack : Sweet and Salty biscuit.



Hide&Seek : A chocolate cream biscuit.



Mango-bite : A mango-flavored toffee.



Poppins : Flavoured toffees.



Kismi : A toffee bar with cashews.

Parle also offers a variety of other products, including snacks, cakes, rusks, and cereals. The company is constantly innovating and introducing new products to meet the changing needs of consumers. Parle products are available in over 60 countries around the world.

INTERSTING FACTS :

- Parle has **Asia's largest oven**.
- **Parle-G:** It's the world's largest-selling biscuit brand.
- **Social Responsibility:** The company is involved in various social initiatives, including education and healthcare.
- Parle products have received several **quality certifications and awards** from international organizations like **Monde Selection**.

Parle is more than just a brand; it's an integral part of Indian culture. Its journey from a small confectionery shop to a global giant is a testament to its commitment to quality, affordability, and innovation.

Schedule Of The Industrial Visit

Sr. No.	Time	Places Visited
1	9:45 AM	Reached at Sweety Industries (Parle)
2	10 AM to 10:30 AM	Introductory Session by Manager
3	10:30 AM to 12:45 PM	Visit to Plant
4	1 PM	Left the plant
5	1: 30 PM to 2:30 PM	Lunch
6	3:00 PM	Reached at Sweetco food Industries (Parle Platina)
7	3:10 PM to 4:30 PM	Visit to plant
8	4: 30 PM to 4:40 PM	Interaction with the Owner
9	4: 40 PM	Left the plant

SWEETY INDUSTRIES (PARLE)

Sweety Industries (Parle) are contract manufacturers of Parle biscuits has established in 2012. The plant is located in Nadiad, Gujarat. The plant produces popular brands of biscuits, which are Fab Jam-in, Fabio : chocolate cream and vanilla cream, and Fab Bourbon. The students received exposure to the parle industry, it's product and various production process of different products such as biscuits, toffees, snacks, etc.



Sweety industries, Nadiad

PRODUCTS:



Parle Fab Bourbon : Chocolate cream biscuits.



Parle Fab Jam-In : Cream and Jam biscuits.



Parle Fabio : Chocolate and Vanilla Cream biscuits.

SWEETCO FOOD INDUSTRIES (PARLE PLATINA)

Sweetco Food Industries (Parle) are contract manufacturers of Parle Platina biscuits has established in 2014. The plant is located in Nadiad, Gujarat. The plant produces popular brands of biscuits, which are Magix : chocolate cream and elaichi cream, and Hide & Seek Black Bourbon. The industries has gained immense expertise in supplying and trading of biscuits. The students received exposure to the stages, measures, and methods of preparing biscuits.

PRODUCTS :



Parle Hide & Seek Black Bourbon Chocolate biscuit.



Parle Hide & Seek Black Bourbon Vanilla biscuit.

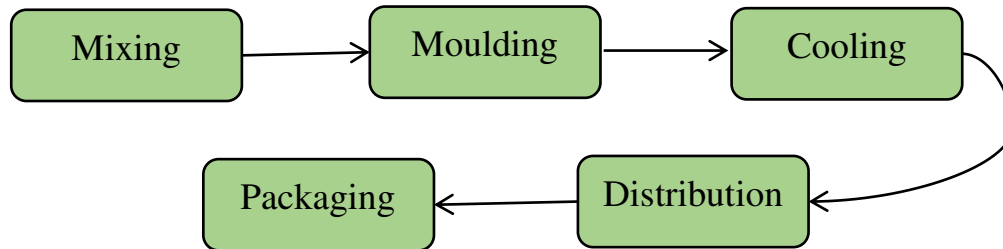


Parle Magix Chocolate cream biscuits.



Parle Magix Elaichi cream biscuits.

PROCESS OF MAKING BISCUITS



1. Mixing :

In the mixing stage, flour, lard, sugar, and leavening agents are combined to form a uniform dough. The ingredients are combined until they form a cohesive, smooth texture to produce a soft, flaky biscuit structure.

2. Moulding :

Once the mixing is complete, the moulding process begins. The dough is kneaded to the required consistency. The dough is shaped, either by rolling and cutting or by using moulds, then baked at a controlled temperature until it is crisp and golden.

3. Cooling :

After baking, the biscuits are cooled on a conveyor belt or in a chilling chamber until they reach room temperature, ensuring they firm up and retain their texture. Proper cooling also helps to avoid moisture build-up and maintain freshness.

4. Packing :

After cooling, the biscuits are carefully wrapped or placed in airtight containers to preserve their freshness and prevent damage. The items are then packed and labelled in preparation for distribution.

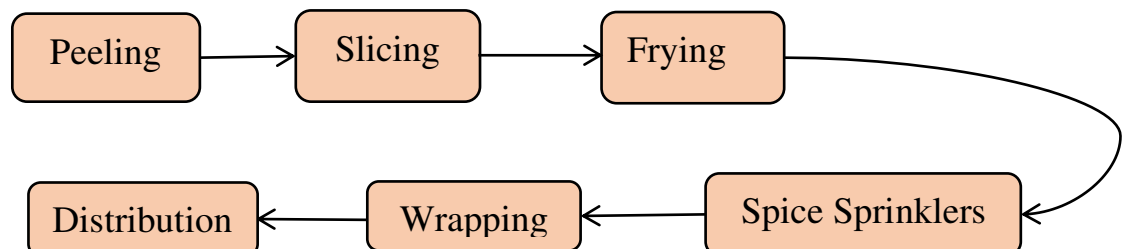
5. Distribution :

The packaged biscuits are subsequently delivered to distribution centres or directly to merchants, ensuring prompt delivery to many sales locations.

Efficient distribution keeps products fresh and meets consumer demand across multiple markets.

KEY LEARNINGS

1. The Sweety industries plant contains a **192-foot oven** for baking biscuits, which are operated by experts. They explained how the specialists operate the oven, with several zones specified, such as Zones 1&2: buffing, Zones 3&4: baking, and Zones 5&6: color add.
2. A **metal detector** box was placed in the oven, along with other devices.
3. The ingredients utilised to make the biscuits were high quality, only **coconut oil** was used.
4. We learnt in depth about weighing biscuits in various formations. In a single day, **26 tonnes of biscuits** are made, of which two tonnes are wasted.
5. For Fab Jam-in, 14 biscuits are arranged in a queue. A single biscuit weighs 46gms.
6. We learnt about the Parle Snacks process for **Fulltoss and Wafers**, including



7. We also learnt about the **Parle Toffee (Melody)** production process :
Milk Tank, Toffee Cooker, Cooling, Pulling Machine, Forming and Wrapping.
8. Additionally, we studied how to make **Parle Kaccha Mango Bite**. After combining sugar, glucose, boiling, syrup, and candy mass, the ingredients are kneaded, shaped, moulded, cooled, wrapped, and packed.
9. For **Parle Kreams Gold biscuits**, an additional Filling phase is added to the process. It weighs **55 grammes** in a pack and **57 grammes** with the package. In a single minute, **56 packets** are generated.

EXPERIENCE

We had a fantastic industrial excursion to Sweety Industries and Sweetco Food Industries, both in Nadiad. There were 52 MBA students and 2 faculty members present during the visit. When we arrived, we were greeted and directed into a hall for the introductory portion, which included a film presentation about Parle's journey. In that video, we learnt about the Parle Board of Directors, which was previously discussed. The video lasted roughly 20 minutes and 46 seconds. We learnt that Parle's initial plant was in Mumbai, Maharashtra. The video also shows a 3D view of the biscuit manufacturing process, including mixing, moulding, cooling, packing, and distribution. The steps, techniques and procedures involved in creating biscuits were presented to the students. Many various goods were presented, including Poppings, Mango Bite, Bourbon, Hide and Seek, Krack Jack, Melody, and others. After the end of the video presentation. We were instructed to cover our hair when we were around the equipment. The kneading, mixing, and baking process' operating room was visible to us. The oven was placed in a rather spacious area. The cooling rack was then present to allow the baked biscuits to come to room temperature. Following that, the biscuits were prepared for the filling portion. Once the filling was finished, they were sent on to the packing and distribution section.

Employee safety was ensured, and the workplace was highly clean because the staff wore hair covers. It was stated that the biscuits are hot when they come out of the oven, and if the staff were to wear the gloves, they would be burned and damaged. We also visited the chemical lab, where the product is examined. We spoke with the employees and learnt that they worked 11 hours a day. We also found that Parle is taking the initiative to manage garbage, which was displayed in a 7-minute, 13-second film. In the film, we received the message "Think, Dump, and Go". It states that we should consider the garbage bag, which includes both dry and wet waste, and then throw the garbage in a certain dustbin before leaving. Daily, around 7700 tonnes of waste are observable.

In the video, Parle said, "Let's be the agents of change."

In both industries, we had an incredible explanation with little details about how machines work, how forms are made, and the biscuit-making process. We truly liked

every detail and knowledge shared by the management and personnel. It was quite satisfying to observe the process taking place in the machines. We also had a nice lunch at a garden restaurant with unlimited meals.

The aroma of the biscuits was so fresh and gratifying as soon as we walked into the main area. We also sampled the freshly made biscuits straight from the oven. Every mouthful was soft and crunchy, and the taste was amazing. The biscuit cream tasted extremely authentic.

Finally, we received a visiting present from both industries. We received many types of biscuits and toffee. It was a wonderful joy to see the industries and have such an amazing experience.

Many thanks to our HOD Dr. Virendra Chavda, our faculties Dr. Nehal Shah, Dr. Rosy Dhall, and Gandhinagar University for organising such an excellent industry visit.

IMAGES OF SWEETY INDUSTRIES:



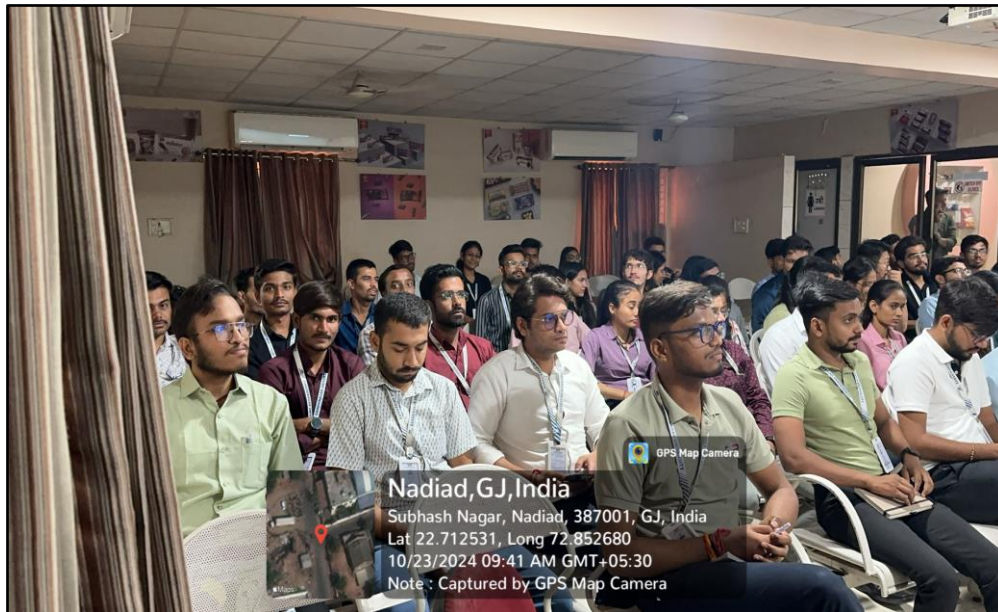


IMAGE OF SWEETCO FOOD INDUSTRIES :



With Sweetco's Owner