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Company Overview



Parle Products Pvt. Ltd.

Company Profile

- Mumbai-based, family-owned and privately held FMCG company founded in 1929, with leadership continuing under the Chauhan family.
- Market leader in biscuits and confectionery through iconic brands including Parle-G, Monaco, Krack Jack, Hide & Seek, Milano, Melody, and Mango Bite.

Operational Performance

- Revenue: FY25 revenue of ₹15,568 crore, reflecting 8.5% YoY growth.
- Profitability: FY25 net profit of approximately ₹980 crore despite rising input costs and competitive pressures.
- Distribution Strength: Extensive urban and rural distribution network supporting nationwide market leadership.

News Run

May 2026 Melody Toffee Demand Surge Following Modi–Meloni Meeting.

Mar 2026 Debt Structure & Banking Facility Reorganization.

Jan 2026 FY25 Profit Declined 39% Despite Revenue Growth.

Nov 2025 Trademark & Brand Protection Litigation Update Against Parle Agro.

Sep 2025 Parle Retains Position as India's Most Chosen FMCG Brand for 13th Consecutive Year.

Aug 2025 \$2 Billion Revenue Milestone; Premiumization Strategy Accelerates.



Monde Selection
Gold & Silver Awardee
Since 1971



5-YEAR
MARKET SHARE
~40%



GLUCOSE CATEGORY
SHARE
~75%



India's #1 FMCG Brand for
13 Consecutive Years

[Company Website](#)

Key Management Personnel

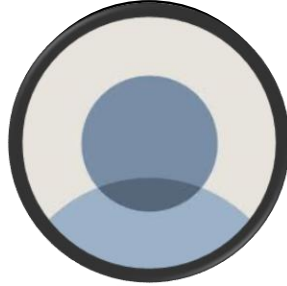


Parle Products Pvt. Ltd.



**Vijay Singh
Chauhan
(CEO)**

Leads Parle's long-term strategy and has played a key role in building one of India's largest FMCG businesses.



**Arvind
Kumar
(CFO)**

[LinkedIn](#)

Drives financial governance, profitability, and strategic decision-making across business operations.



**Mayank P.
Shah
(CMO)**

[LinkedIn](#)

Drives brand strategy, marketing innovation, and consumer engagement across Parle's flagship brands



**Sanjay J.
Joshi
(CTO)**

[LinkedIn](#)

Leads digital transformation, technology modernization, and operational efficiency initiatives.



**Vinayak
Deshpande
(CHRO)**

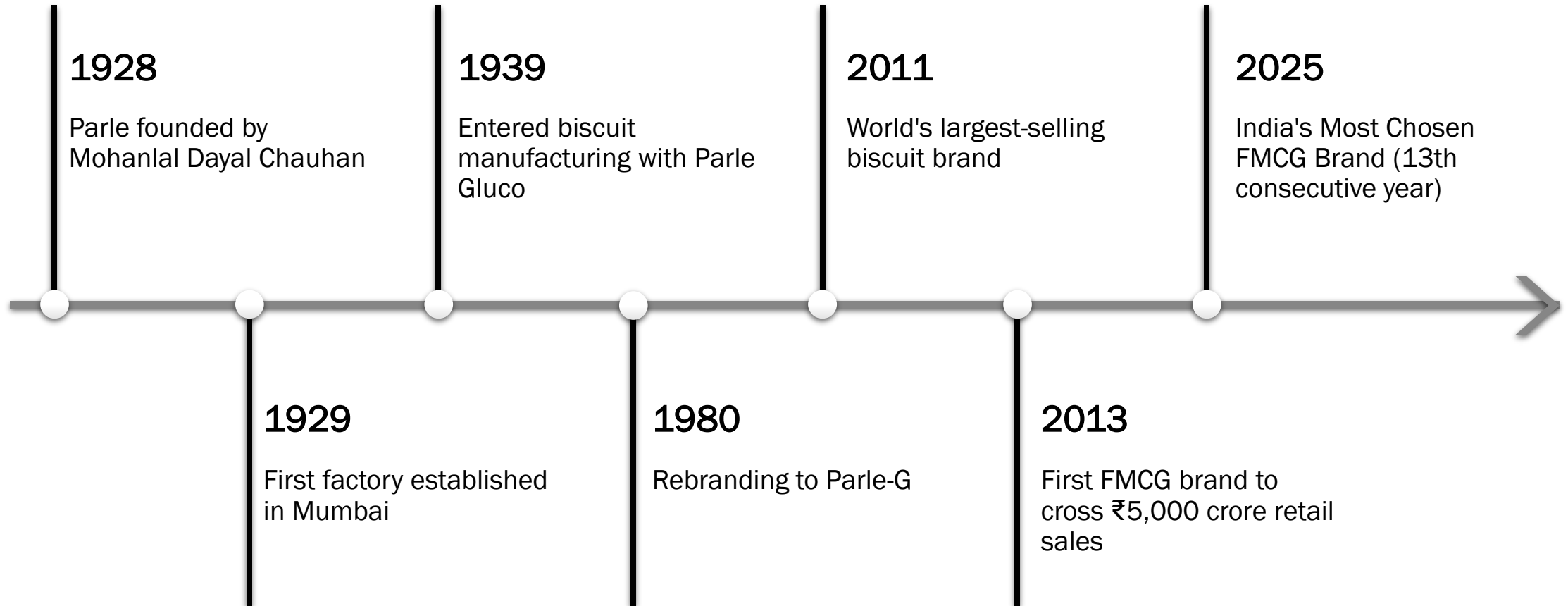
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Heads talent management, leadership development, and organizational growth across the company.

Journey to Market Leadership



Parle Products Pvt. Ltd.

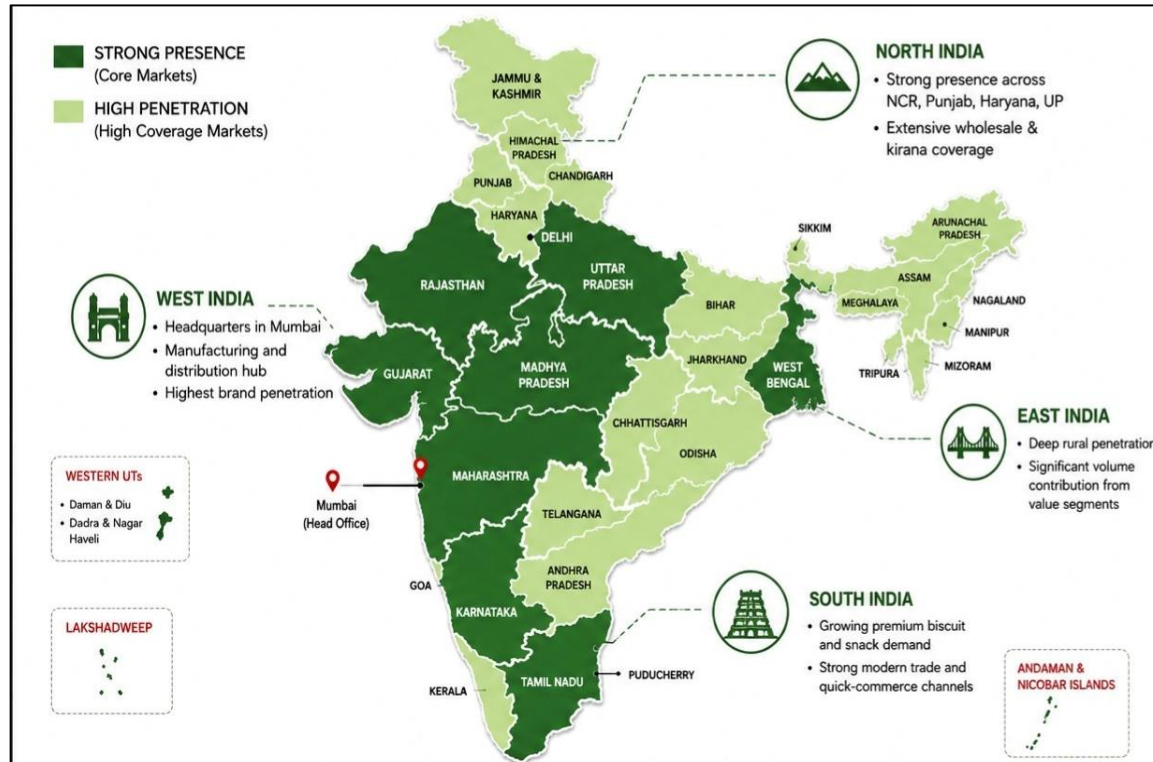


Distribution Network



Parle Products Pvt. Ltd.

Domestic Distribution Network — INDIA



International Distribution Network

Middle East

UAE, Saudi Arabia, Kuwait, Qatar, Oman, Bahrain

Africa

Nigeria, Ghana, Kenya, Ethiopia, Cameroon, Ivory Coast

North America

USA, Canada

South Asia

Nepal, Sri Lanka

UK & Europe

United Kingdom, Australia, New Zealand

South America

Brazil



KIRANA STORES



WHOLESALES & DISTRIBUTORS



PAN-INDIA REACH URBAN TO RURAL



QUICK COMMERCE CHANNELS

Products & Segment



Parle Products Pvt. Ltd.

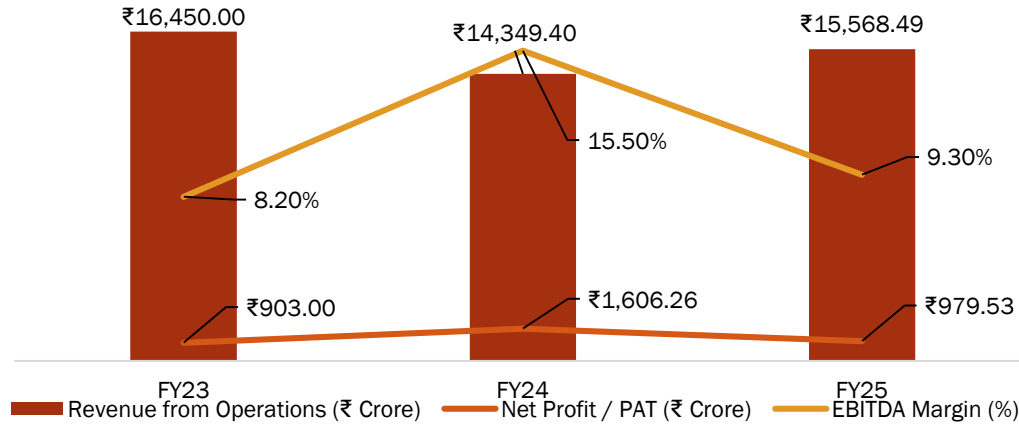
	Value Biscuits	Premium Biscuits & Cookies	Confectionery	Snacks (Savories)	Bakery (Cakes & Rusks)
Segment	Includes iconic and high-volume brands like Parle-G, Monaco, and Krack Jack that are household staples.	Focuses on indulgent and health-oriented cookies such as Hide & Seek, Milano, Happy Happy, etc.	Offers a wide variety of hard-boiled candies and toffees like Melody, Kismi, Poppins, and Mango Bite.	Provides a range of salty snacks including Parle's Wafers, Full toss, and Chatkeens (Namkeens).	Includes baked goods like Parle Rusk and various packaged cakes for daily consumption.
Key Needs	Energy/nutrition, consistent taste, and extreme affordability.	Indulgence, premium flavours (chocolate/nuts), and better-for-you ingredients.	Sweet cravings, flavour variety, and very low price points (₹1-₹5).	Crunch, spicy/Savory flavours, and convenient small-pack sizes.	Freshness, crispiness (for rusks), and convenient tea-time accompaniment.
Key brand example					

Financial Highlights

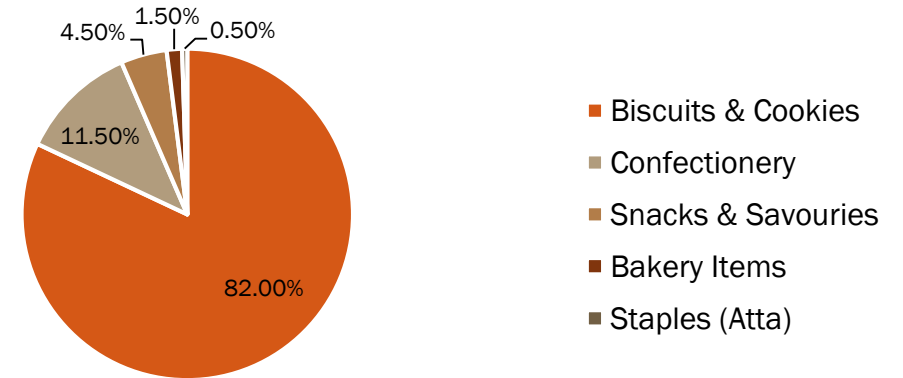


Parle Products Pvt. Ltd.

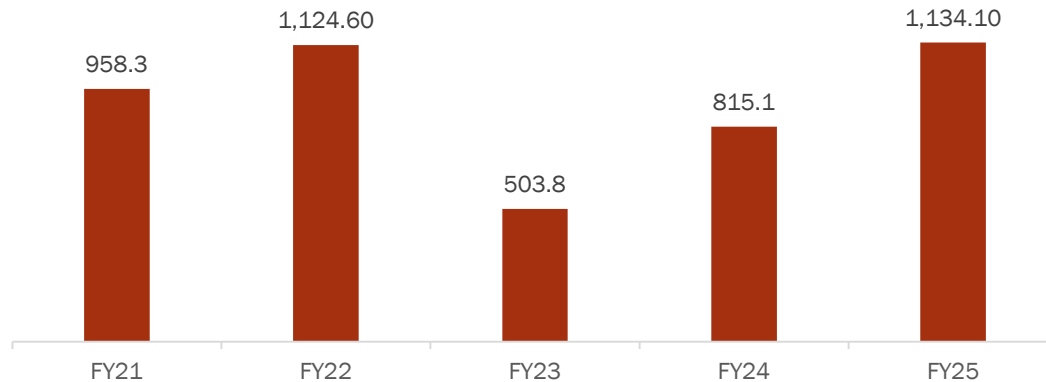
Financial Performance



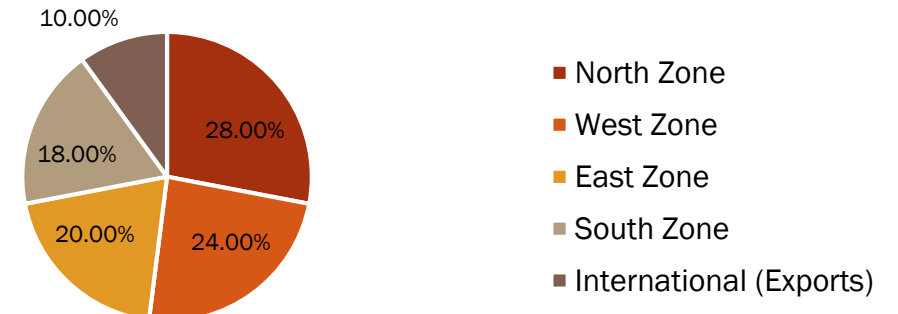
Product Mix



Cash And Equivalents



Region Wise Presence



Industry Overview



Parle Products Pvt. Ltd.

1. Market Scale & Outlook:

- Indian biscuit market valued at ₹1.16 lakh crore in 2025 and expected to grow steadily.
- Strong domestic demand supported by population growth and increasing packaged food consumption.
- India remains one of the world's largest biscuit-consuming markets.

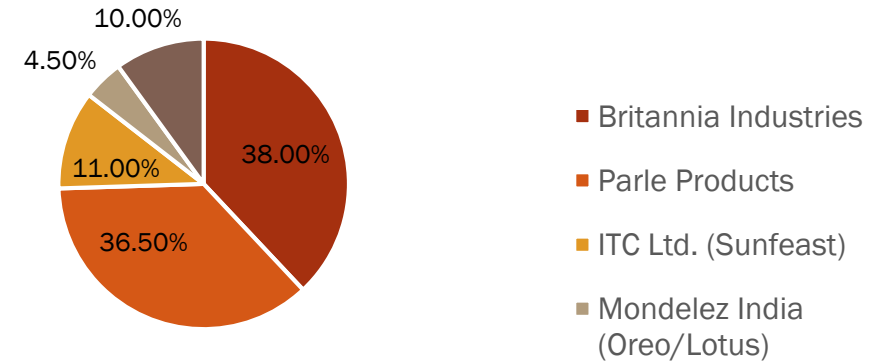
2. Industry Structure:

- Highly competitive market led by Parle, Britannia, and ITC Sun Feast.
- Strong presence across urban and rural India.
- Distribution and brand equity are major competitive advantages.

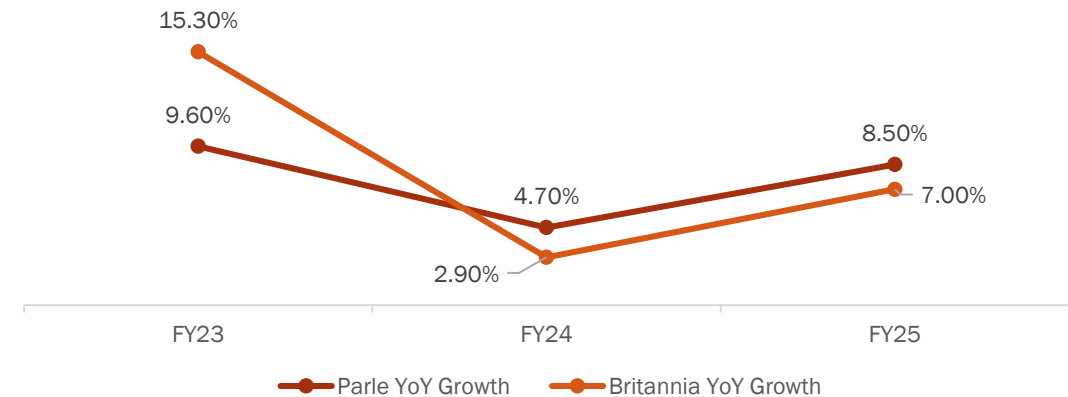
3. Parle's Position:

- Revenue of ₹15,568 Cr in FY25.
- India's Most Chosen FMCG Brand for 13 consecutive years.
- Parle-G remains the world's largest-selling biscuit brand by volume.
- Presence across India and 100+ international markets.

Market Share



Revenue Growth



SWOT Analysis



Parle Products Pvt. Ltd.



Strengths

- Brand Equity & Legacy
- Financial Scale
- Diverse Portfolio

Weakness



- Over-Dependence on Parle-G
- Premium Segment Gap
- Brand Perception

Trends

- Rising Demand for Packaged Foods
- Premiumization of Biscuit Category
- Growing Health & Wellness Awareness
- Expansion of Quick Commerce & Modern Trade
- Product Innovation & New Flavors



Opportunity

- Health & Wellness Trend
- Premium Segment Gap
- Export Expansion

Threats



- Intense Competition
- Input Cost Volatility
- Shifting Consumer Preferences

Drivers

- Strong Rural Consumption Growth
- Extensive Distribution Network
- Rising Disposable Income
- Urbanization & Changing Lifestyles
- Growth of Indian Biscuit Market

Investment thesis



Parle Products Pvt. Ltd.

INVESTMENT HIGHLIGHTS

- ✓ **Market Leadership:** India's largest biscuit maker, driven by Parle-G, with FY25 revenue of ₹15,568 crore and 8.5% growth.
- ✓ **Financial Strength:** Strong liquidity and a historically debt-free model supported by internal funding.
- ✓ **Premiumization Strategy:** Expanding premium brands like Milano and Hide & Seek while diversifying into cereals and nutrition products.
- ✓ **Distribution Advantage:** Extensive nationwide network reaching deep rural markets, supported by 92,000 employees and stronger distributor incentives.
- ✓ **Operational Efficiency:** High asset turnover and scale-driven efficiency; despite a 39% profit decline in FY25,

INVESTMENT CONCERNS

- × **Profitability Pressure:** Net profit fell 39% in FY25 despite 8.5% revenue growth, reflecting margin pressure from rising costs and competition.
- × **Slow Premiumization:** Expansion into high-margin premium products remains gradual, limiting profitability growth.
- × **Commodity Price Risk:** Earnings remain exposed to volatility in wheat, sugar, and packaging costs.
- × **Rural Demand Dependence:** Strong reliance on rural markets increases sensitivity to consumption slowdowns and economic disruptions.
- × **Limited Transparency:** Private ownership results in lower financial disclosure and ESG reporting.