

SCHOOL OF MAANAGEMENT AND COMMERCE

INDUSTRIAL VISIT PARLE-G

About the Industrial Visit

The School of Management and Commerce at **Malla Reddy University** is organizing an Industrial Visit to **Parle-G**, one of India's largest and most trusted biscuit manufacturing companies. The visit is scheduled on **November 28–29, 2025** for **MBA 2025 First Year – First Semester** students.



This visit aims to provide students with practical exposure to:

- ✓ Real-time **manufacturing operations**
- ✓ **Production processes** & quality control standards
- ✓ **Supply chain and distribution network**
- ✓ Branding & marketing strategies of Parle-G
- ✓ Work culture in FMCG (Fast-Moving Consumer Goods) sector

Students will gain valuable insights into how Parle-G became a global household brand and understand the business strategies behind its long-standing success.

This industry interaction will enhance students' knowledge, bridge the gap between theory and practice, and support their future careers in management.