

# **CHAPTER 1 INTRODUCTION**

## **OVERVIEW**

Parle Products Private Limited is a food manufacturing firm based in India. It is the owner of the well-known biscuit brand Parle-G. It has a 34 percent market share in India's biscuit business as of 2018. According to Nielsen, it was the world's best-selling biscuit brand in 2011. The company's headquarters are in Mumbai, Maharashtra, India.

The purpose of the study was to look at the contentment of Parle product buyers in Raichur. Companies, other agents, workers, and other factors are not included in the study.

The study focuses on factors that have a significant impact on customer awareness, brand preference, attitude toward prices, general pricing level, overall happiness with Parle products, general awareness and consumer preference, loyalty, and the company's services.

When the British were in control of India, a small factory on the outskirts of Mumbai was created to manufacture sweets and toffees. When the stock market crashed in 1929, well-known international brands that could be easily imported ruled the market. Despite the obstacles and unfair competition, Parle Products was able to survive and grow by adhering to high quality standards and innovating when the situation called for it.

Parle Products began making biscuits, as well as candies and toffees, a decade later, in 1939. With this diversification, the Parle brand name gained strength, having previously established a reputation for quality. The first biscuit brands introduced were Parle Glucose and Parle Monaco, I been a wonderful quality products names of tasty.