



**G.H.PATEL COLLEGE OF ENGINEERING & TECHNOLOGY,
Vallabh Vidyanagar**

**Department of Electronics and Communication
Engineering**



INDUSTRIAL VISIT REPORT

NAME OF THE INDUSTRY: LAO-MORE BISCUITS PRIVATE LIMITED(PARLE UNIT)

DATE: 12th, FEBRUARY, 2018

VENUE: PHASE 4, GIDC NARODA, AHMEDABAD, GUJARAT 382330

NO. OF STUDENTS PARTICIPATED: 43(Second Year EC Students)

FACULTY MEMBERS: 03

Prof. Rohit Parmar

Prof. Ashish Christian

Prof. Falgun Thakkar

Objectives of Industrial are to enhance the knowledge of students, to make aware of real industry, to know the persons of industry and what is the working role of the person in the industry.

One day industry visit to Lao-More Biscuits Private Limited (Parle Unit) was organized was organized by Electronics & Communication Engineering Department, GCET for their 1st - semester students as a part of Industrial visit activity. The visit was planned for making observations in the desired framework of the study.

Parle Products have been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition, and great taste. With a reach spanning even to the remotest villages of India, the company has definitely come a very

long way since its inception. Many of the Parle products – biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionary market in India, Parle has grown to become a multimillion-dollar company. While to the consumers it's a beacon of faith and trust, competitors look upon Parle as an example of marketing brilliance.

Parle biscuits and confectionaries are fast gaining acceptance in International markets, across all continents. The major first world markets like U.S.A., UK, Canada, Australia, New Zealand and the Middle East are relishing Parle products. As part of the efforts towards a larger share of the global market, Parle has received some globally recognized certifications (FSSC: 22000, ISO:22000 and Halal Certification) and we have the membership of some of the International associations like BCMA, (USA) etc.

Today, the Parle brands have found their way into the hearts and homes of people all over India and abroad.

On the morning of 24th Feb 2018. We all are gathered around 8:15 at GCET campus and from where we started our industrial visit. Transportation was provided by the college. Around 2:30 pm we reached our destination which was Lao-More Biscuits Private Limited (Parle Unit).

We have visited all sections at the factory like raw material sorting unit, mixing unit, automatic packaging and dispatching unit.

We are thankful to the institute & company management for providing all facilities and generous support.

This visit was organized in association with ISTE GCET Student Branch.

PHOTOGRAPHS





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