



Study of brand promotion of parle G

Himanshu Tripathi, Dr. Monica Chauhan Bhadoriya

Department of Computer Science and Business Management, Madhav Institute of Technology and Science, Gwalior, Madhya Pradesh, India

Abstract

This report provides a comprehensive analysis of Parle-G's brand promotion strategies and market dynamics in India. Established in 1929, Parle-G holds a dominant position in the Indian biscuit market, particularly in the glucose segment, attributed to its affordability, consistent quality, and extensive distribution network ^[1]. The brand has fostered deep emotional connections through nostalgic messaging and an evolving brand identity ^[5]. Despite its mass-market leadership, Parle-G faces challenges in the premium and health-conscious categories from competitors like Britannia and ITC ^[2]. The analysis highlights the brand's historical reliance on reputation and relatively minimal marketing efforts compared to rivals ^[2]. Recommendations include strategic diversification into healthier and premium product lines, enhanced digital marketing with data analytics for personalization, and strengthening brand differentiation beyond price and ubiquity to secure future growth ^[7].

Keywords: Parle-G, brand promotion, market dynamics, india, biscuit industry, fmcg, affordability, distribution network, digital marketing, consumer loyalty, brand equity, competitive landscape, product innovation, premiumization, health-conscious products

Introduction

This section provides an overview of Parle-G's market position, the challenges it faces, and the objectives of this comprehensive analysis.

Executive Summary

Parle-G, established in 1929, stands as an iconic and enduring leader in the Indian biscuit market. The brand commands a significant 40% share of the total biscuit market and an overwhelming 69% share within the glucose biscuit category, solidifying its position as the world's largest selling biscuit brand ^[1]. This remarkable success is deeply rooted in a strategic combination of affordability, consistent product quality, and an unparalleled distribution network that effectively penetrates even the most remote areas of India ^[2]. Over decades, the brand has masterfully cultivated profound emotional connections with its vast consumer base through nostalgic messaging and a dynamically evolving brand identity, notably centered around the iconic "Parle-G Girl" and the concept of "Genius" ^[5].

Despite its formidable dominance in the mass-market segment, Parle-G encounters notable challenges in the burgeoning premium and health-conscious biscuit categories. In these segments, competitors such as Britannia and ITC are actively innovating and gaining market traction ^[2]. The brand's historical reliance on its established reputation and what has been termed "minimal marketing efforts" ^[2] when compared to the more aggressive promotional spending of rivals ^[9] necessitates a more proactive and differentiated strategic approach. This analysis recommends a strategic diversification into healthier and premium product lines, leveraging advanced digital marketing and data analytics for hyper-personalization, and strengthening brand differentiation beyond its traditional pillars of price and ubiquity. Such measures are crucial for securing future growth and

maintaining the brand's relevance in India's rapidly evolving consumer landscape ^[7].

Background

Parle-G transcends the definition of a mere biscuit; it is a profound cultural staple deeply embedded in the collective consciousness of India. For generations, it has served as a comfort food, consumed by an incredibly diverse array of individuals, ranging from legendary cricketers to migrant laborers. Its role during national crises, such as its widespread use as relief food during the COVID-19 pandemic, further underscores its fundamental integration into daily life ^[4]. This ubiquity and remarkable longevity position Parle-G as a unique case study in the realm of Fast-Moving Consumer Goods (FMCG) brand building, illustrating how a product can resonate across varied socio-economic strata and sustain popularity for decades ^[4].

Established in 1929, Parle Products has meticulously built its reputation on the twin pillars of quality and affordability ^[2]. Parle-G, in particular, has played a pivotal role in democratizing access to biscuits, making them an accessible commodity for the masses—a significant achievement within India's highly price-sensitive market ^[11]. The Indian biscuit market itself is substantial and continues to exhibit robust growth, projected to reach USD 11,792.3 Million by 2027. Within this expanding sector, Parle-G operates within a fiercely competitive landscape, contending with industry giants such as Britannia and ITC ^[12].

Problem Statement

Despite its formidable dominance in the mass-market segment, Parle-G faces significant challenges in adapting to the evolving Indian consumer landscape. The brand's historical reliance on its established reputation and "minimal marketing efforts" ^[2] compared to rivals ^[9] has led to a "limited presence in the premium and health-conscious product categories" ^[2]. Furthermore, Parle-G exhibits

"extremely poor scores on Differentiation" ^[10], positioning it in a "Fatigue space" where it struggles to uniquely distinguish itself beyond affordability and ubiquity. This poses a critical problem for sustained growth and relevance in a market increasingly driven by innovation, premiumization, and health consciousness.

Purpose of the Study

This study aims to comprehensively analyze Parle-G's brand promotion strategies and market dynamics in India. Specifically, it seeks to:

- Investigate the foundational pillars of Parle-G's brand identity and market dominance.
- Examine the evolution of Parle-G's promotional strategies, including its transition to digital marketing.
- Understand how Parle-G connects with its diverse target audience and maintains consumer loyalty.
- Assess Parle-G's competitive landscape and strategic positioning within the Indian biscuit market.
- Evaluate the impact and effectiveness of Parle-G's brand promotion efforts.
- Provide strategic recommendations for Parle-G to ensure sustained brand leadership and future growth in an evolving market.

Research Questions

Based on the purpose of the study, the following research questions guide this analysis:

- What are the core elements of Parle-G's brand identity and how have they contributed to its market dominance?
- How have Parle-G's promotional strategies evolved over time, particularly with the advent of digital media?
- How does Parle-G target and connect with its diverse consumer base across different demographics and socio-economic strata in India?
- What is Parle-G's competitive positioning within the Indian biscuit market, especially in relation to premium and health-conscious segments?
- What has been the overall impact and effectiveness of Parle-G's brand promotion efforts on its market share, brand recall, and consumer loyalty?
- What strategic recommendations can be made for Parle-G to maintain its leadership and achieve future growth in the dynamic Indian FMCG sector?

Importance of the Research

This research is significant for several reasons. Academically, it offers a unique case study of a long-standing FMCG brand in an emerging market, illustrating how a product can resonate across varied socio-economic strata and sustain popularity for decades ^[4]. Practically, the insights derived from this analysis are crucial for Parle-G to navigate the rapidly evolving consumer landscape, address competitive pressures, and secure future growth. Understanding the interplay between traditional strengths and the need for modern adaptation is vital for maintaining brand relevance and leadership in India's dynamic market ^[7].

Literature Review

This section delves into the existing knowledge and analysis of Parle-G's brand identity, promotional evolution, consumer connection, and competitive standing, drawing from various studies and market observations.

Pillars of Parle-G's Brand Identity and Market Dominance

Parle-G's brand identity is meticulously constructed upon a robust foundation of accessible pricing, exemplified by its ₹5 per pack offering ^[8], consistent quality, and a deep-seated consumer trust cultivated over more than 90 years ^[2]. The brand is widely perceived as embodying "quality, health and great taste" ^[1], and it successfully evokes powerful feelings of nostalgia and cherished family moments, particularly within the North Indian market ^[3]. Consumer surveys consistently indicate that taste (34%), quality (32.7%), and price (22.7%) are the primary determinants influencing the purchase of Parle products, with the brand's established reputation also playing a contributing role ^[11].

The "Parle-G Girl," a fictional character conceived in the 1960s, serves as a powerful visual identifier and a dominant visual motif for the brand, deeply ingrained in the minds of consumers ^[6]. The brand's central slogan, "G maane Genius" (G stands for genius), has undergone a strategic evolution over time. Initially, the concept of "genius" was primarily associated with academic or extracurricular excellence in children ^[5]. However, post-2022, the definition of "G" was deliberately broadened to encompass emotional intelligence and empathy, encapsulated by the phrase "Genius wohi, jo auron ke khushi mein paye apni khushi" (Genius is the one who finds joy in the happiness of others). This shift reflects a conscious alignment with more holistic approaches to child development and a direct response to an observed "empathy deficit" among children following the COVID-19 pandemic ^[5]. Parle-G steadfastly adheres to an "overall cost leadership" strategy, aiming to be the lowest cost producer in its industry, which enables its highly competitive pricing. ^[1] Its products are strategically priced to ensure accessibility across "all income groups" ^[2] and frequently emerge as the "first choice for many families" ^[2]. Complementing this pricing strategy is the brand's "unparalleled distribution network," which extends its reach to even the "most remote rural areas of India" ^[2]. This extensive logistical capability, adept at servicing small retail shops and roadside vendors, is a critical enabler of its market dominance, particularly in regions like North India where informal trade channels are prevalent ^[3].

The deliberate evolution of the "G" in Parle-G's messaging, from academic prowess to emotional intelligence and empathy, represents a sophisticated brand adaptation strategy. This change, driven by observations about children's social development post-COVID, is not merely a creative update but a strategic maneuver to maintain cultural relevance and forge deeper connections with contemporary societal values, particularly among its primary target audience of children and parents. By subtly yet significantly redefining its core brand message, Parle-G ensures its communication remains fresh and resonant, moving beyond traditional educational metrics to embrace broader human values. This capacity to evolve its central identity without alienating its loyal consumer base demonstrates a high level of brand management acumen, reinforcing its consumer-centric approach ^[5].

Furthermore, the brand's extensive distribution network, repeatedly described as "unparalleled" and "deeply entrenched," reaching even the "remotest regions," functions as a formidable competitive advantage. This network is exceptionally difficult for rivals to replicate, especially for a brand dealing in low-cost, high-volume products. It

guarantees consistent product availability, a crucial factor influencing consumer choice ^[11]. This strategic emphasis on "place" directly supports its "cost leadership" by facilitating economies of scale and reinforces its "ubiquity," thereby cementing its status as a household name. This also explains why rural areas contribute a substantial 55-60% of its overall sales, further solidifying its market leadership ^[2].

Evolution of Parle-G's Promotional Strategies

In its nascent years, Parle-G predominantly relied on print advertisements to establish its presence ^[6]. A pivotal shift occurred in the 1980s with the debut of its first television advertisement, "Swaad Bhare Shakti Bhare," which skillfully centered on themes of family joy and shared moments ^[6]. Throughout its history, mass media channels such as television and radio have remained influential, particularly in regions like North India, serving as effective conduits for reaching a broad audience ^[3]. Historical campaigns consistently conveyed core messages, notably "G maane Genius" and "G for Genie," reinforcing the brand's association with sustenance and energy ^[5].

Recognizing the undeniable shift in the consumer landscape towards digital platforms, Parle-G has significantly augmented its focus on digital marketing communication. A substantial 15-20% of its promotional budget is now allocated to digital channels, marking a clear paradigm shift from traditional to a digital model of marketing ^[13]. This transformation, notably accelerated between 2016 and 2021, aims to fortify brand recall among younger audiences and ensure continued relevance ^[14]. Key digital strategies employed include:

- **Nostalgia-Driven Campaigns:** Initiatives like "#YouAreMyParleG" actively encouraged consumers to share personal memories, effectively leveraging the brand's deep-seated emotional connection ^[6].
- **Memes and Pop Culture Engagement:** The brand has strategically created relatable meme content and actively participated in viral conversations on platforms such as Instagram and Twitter, appealing directly to younger, tech-savvy demographics ^[14].
- **E-commerce Integration:** Parle-G promotes its products through targeted sponsored advertisements and collaborates with major e-commerce platforms like Amazon and BigBasket to offer exclusive deals and enhance product availability ^[14].
- **Interactive Content:** The brand has invested in engaging digital experiences, including hosting online trivia contests and developing augmented reality (AR) filters ^[14].
- **Influencer Collaborations:** Partnerships with both micro and macro influencers have been forged to drive engagement and facilitate the sharing of personal narratives involving Parle-G ^[14].

Parle also demonstrates a remarkable aptitude for "social listening" and tailoring its campaigns to align with India's diverse demographics and intricate cultural nuances, acknowledging that "cultural norms change every 100 km". ^[4] A notable example of this adaptive strategy is observed in Uttar Pradesh and Bihar, where a prior reduction in biscuit

quantity had negatively impacted consumer perception. Parle-G adeptly addressed this by communicating the restoration of the original quantity through a "singsong" campaign delivered in Bhojpuri and Hindi, incorporating local elements and featuring rural activation with a recognizable celebrity like Rajpal Yadav ^[16]. Similar region-specific strategies have been successfully implemented for other Parle brands, such as Parle Marie in West Bengal and Maharashtra, aimed at cutting through market clutter and fostering direct regional connections ^[16].

Beyond mass media and digital channels, Parle has engaged in sponsorship activities with popular television shows like "Shaktimaan" and "Chotta Bheem," strategically reaching targeted audiences ^[13]. While Parle-G itself does not heavily rely on celebrity endorsements—consumer surveys indicate celebrities are the least thought of association with the brand ^[11] the parent company has utilized renowned figures such as Aamir Khan for Monaco and Hrithik Roshan for Hide & Seek biscuits ^[13].

The strategic transition to digital marketing, characterized by a deliberate balance between leveraging nostalgia and embracing modern trends, is a testament to Parle-G's sophisticated brand management. Campaigns like "#YouAreMyParleG" demonstrate a conscious effort to utilize the brand's inherent "nostalgia" as a bridge, connecting with younger, digitally native audiences while simultaneously maintaining its profound emotional connection with older generations. This dual approach ensures intergenerational relevance. The digital strategy is not merely about expanding reach but about fostering deeper, interactive engagement that reinforces consumer loyalty ^[6].

Furthermore, the brand's commitment to regional marketing is not merely an option but a strategic imperative for a brand with "unparalleled distribution" across a country as vast and diverse as India. This localized approach allows Parle-G to build trust and relatability at a hyper-local level, which is critical for maintaining its significant market share in rural areas, where 55-60% of its overall sales originate. ⁴ This demonstrates that despite its national ubiquity, effective brand promotion requires localized empathy and communication, ensuring that the "taste of India" is also conveyed through the diverse voices and cultures of India ^[4].

Target Audience and Consumer Connection

Parle-G's brand promotion is meticulously crafted to cater to an exceptionally broad and diverse consumer base. While its primary target audience encompasses children and their parents, the brand's appeal seamlessly extends across all age groups and income levels, firmly establishing it as the "biscuit of the masses" ^[5]. Its strategic low-cost pricing and widespread availability in small, affordable packs ensure its accessibility to virtually every segment of the population ^[2]. The brand maintains a particularly strong presence and enjoys high brand recall in rural and semi-urban areas, especially in North India, where it accounts for nearly 80% of Parle's total biscuit revenue ^[3]. Notably, rural areas contribute a significant 55-60% of Parle-G's overall sales, underscoring its deep penetration in these markets ^[4]. The brand benefits from high brand loyalty and profound consumer trust, a reputation meticulously built over more than nine decades ^[2]. Consumers frequently associate the brand with concepts like "Indian Brand and Trust" (27.3%)

and, most prominently, with its iconic logo (53.3%), which serves as a powerful visual identifier ^[11]. Parle-G's advertising narratives often skillfully evoke cherished childhood memories and heartwarming family moments, thereby reinforcing core themes of trust, simplicity, and reliability ^[3]. Research indicates that emotionally resonant advertising campaigns are particularly effective in significantly enhancing brand recall and cultivating a positive brand image ^[11].

Parle-G's response to significant socio-economic shifts further solidifies its connection with consumers. During the unprecedented COVID-19 lockdowns, the brand became a widely recognized "relief food" and experienced an extraordinary surge in sales, recording its "best months in their eight decades" ^[4]. Beyond commercial success, the company actively engaged in relief efforts, donating millions of biscuit packs to those in need through government agencies and non-governmental organizations ^[4]. This proactive community engagement during a crisis significantly strengthened its image as a trusted, essential brand that actively supports the community.

The profound trust consumers place in Parle-G extends beyond mere product attributes, functioning as a significant strategic asset. This deep-seated trust, exemplified by its role as a "relief food" during the pandemic, positions the brand as a reliable and almost philanthropic entity, particularly in times of widespread need. This high level of implicit trust acts as a powerful psychological barrier against competitors, as consumers are less inclined to switch from a brand they inherently rely upon, even if alternative offerings present marginal benefits. This trust is a substantial component of Parle-G's brand equity and directly contributes to its sustained consumer loyalty and remarkable market resilience ^[2].

Furthermore, Parle-G's "ubiquitous accessibility" is a distinct market differentiator. Its pervasive presence in the "remotest rural areas" and its availability to "all income groups" through "small, affordable packs" are not merely logistical achievements. This strategy ensures the product is culturally and economically accessible everywhere, fostering a sense of familiarity and reliability that is exceptionally difficult for competitors to replicate. While rivals may concentrate on urban centers or specific income brackets, Parle-G's strategy of pervasive availability allows it to capture the broadest possible consumer base, establishing it as a consistent and dependable presence across India's diverse and geographically expansive market ^[2].

Competitive Landscape and Strategic Positioning

Parle-G maintains an undisputed leadership position within the glucose biscuit category, holding an overwhelming market share of over 65% to 69% ^[1]. This dominance firmly establishes it as "unbeatable in the budget segment" ^[8]. Its primary competitors in this specific segment include Britannia's Tiger and ITC's Sunfeast Glucose ^[1]. While Britannia Marie Gold also competes within the broader budget biscuit space, Parle-G consistently retains its leading position ^[8]. Historically, Parle Products demonstrated significant expansion in its glucose market share, reaching 78% in 2012, a period during which Britannia and ITC's shares in this category experienced a decline ^[17].

Despite its formidable strength in the low-cost, mass-market segment, Parle-G faces considerable challenges in the

burgeoning premium and health-conscious product categories, where its presence remains "limited" ^[2]. Competitors like Britannia and ITC are formidable contenders in these higher-margin segments. Britannia, for instance, leads in premium categories with well-established brands such as Good Day, Bourbon, NutriChoice, and Pure Magic ^[8]. Similarly, ITC is aggressively expanding its footprint in indulgent and premium biscuits with brands like Sunfeast Dark Fantasy and Farmlite ^[8]. The evolving consumer preferences, particularly a noticeable shift towards "premium and healthier snack options," present a significant market threat to Parle-G's traditional glucose offerings, especially within urban demographics ^[2].

Parle-G has successfully built strong brand equity around core attributes such as "Trust, Value, Fun, Quality, and Health" ^[10]. The brand consistently achieves high scores on measures of Relevance, Esteem, and Knowledge ^[10]. However, a critical observation from brand equity models is that despite its market leadership in terms of volume and value, Parle-G exhibits "extremely poor scores on Differentiation" ^[10], positioning it within the "Fatigue space." This suggests that while the brand is widely recognized and cherished, it struggles to distinguish itself uniquely from competitors beyond its fundamental attributes of affordability and ubiquity ^[10]. In contrast, competitors like Britannia emphasize "innovative marketing" and "emotional storytelling" ^[8], while ITC has "revolutionized premium biscuits" with product innovations like Dark Fantasy ^[8].

The situation of Parle-G, where it holds immense market dominance yet struggles with brand differentiation, presents a notable paradox. Its widespread success is largely predicated on its ubiquity, affordability, and the deep trust it has cultivated, making it a default consumer choice rather than a uniquely distinct one. While this strategy has proven effective historically, it introduces a significant long-term vulnerability. In a market characterized by active innovation and the creation of distinct brand identities by competitors—such as Britannia's focus on premium segments or ITC's innovations in indulgent categories—Parle-G's relative lack of differentiation could lead to stagnation or a gradual erosion of market share in evolving segments ^[8]. The "Fatigue space" suggests that consumers might take the brand for granted, making them more susceptible to new, more exciting, or specialized offerings from rivals. This implies that future brand promotion must actively seek to establish new, differentiated value propositions that extend beyond its traditional strengths.

Furthermore, Parle-G's deeply entrenched "cost leadership" and "value-for-money" positioning, while historically a core strength, is increasingly becoming a strategic dilemma in a market that is progressively segmenting towards premiumization and heightened health consciousness. The challenge for Parle-G is not merely the introduction of new products but how to market them effectively without inadvertently diluting the core brand's affordable image. This situation necessitates a careful consideration of brand architecture, potentially involving the development of distinct sub-brands or new product lines, or a fundamental shift in consumer perception to effectively cater to these evolving segments. Failure to adapt risks confining the brand to a shrinking or less profitable mass market, especially given the "price sensitivity" of its core consumer base, which limits its ability to simply raise prices or introduce higher-cost innovations under the existing brand umbrella ^[1].

Conceptual Framework

This report implicitly operates within a conceptual framework that links Parle-G's core brand attributes and strategic approaches to its market performance and consumer engagement. The framework suggests that a combination of Brand Identity (e.g., quality, taste, nostalgia, "Parle-G Girl", evolving "Genius" messaging), Strategic Pillars (e.g., cost leadership, unparalleled distribution network), and Promotional Strategies (e.g., traditional mass media, digital marketing, regional adaptation) collectively influence Consumer Connection (e.g., trust, loyalty, brand recall, ubiquity). This strong consumer connection, in turn, drives Market Dominance (e.g., high market share in glucose segment, resilience during crises). However, the framework also acknowledges Market Challenges (e.g., limited premium presence, low differentiation, slower innovation) and Evolving Consumer Preferences (e.g., demand for healthier, premium products) as moderating factors that necessitate Strategic Adaptation (e.g., diversification, enhanced digital engagement, differentiation) to ensure Sustained Brand Leadership and Future Growth.

Variables and Relationships

- **Independent Variable:** Marketing Automation (measured by personalization quality, campaign management effectiveness, and automation extent) ^[18].
- **Dependent Variable:** Customer Engagement (measured by interaction frequency, emotional connection, loyalty metrics, and retention rates) ^[18].

Mediators

- **Personalization:** Tailoring communication and offers to individual customer profiles ^[18].
- **Timeliness:** Delivering relevant messages at appropriate moments in the customer journey ^[18].
- **Customer Insights:** Using data analytics to better understand customer needs and behaviors ^[18].

Moderators

- **Technological Adoption:** The degree to which financial institutions have invested in and integrated digital technologies ^[18].
- **Customer Demographics:** Factors like age, income, technological proficiency, and location (urban/rural) ^[18].

Hypotheses

- **H1:** Marketing automation positively impacts customer engagement ^[18].
- **H2:** Personalization achieved through automation strengthens emotional customer relationships. ^[18]

- **H3:** Timely automated communication enhances customer retention ^[18].
- **H4:** Customer insights from automation improve satisfaction levels ^[18].
- **H5:** Technological adoption positively moderates the effect of automation on engagement ^[18].
- **H6:** Customer demographics influence the effectiveness of marketing automation on engagement outcomes ^[18].

Research Methodology

1. Research Design

This report employs a secondary research methodology. The analysis synthesizes information from a variety of existing sources, including academic articles, market research reports, industry analyses, and news publications. The approach involves:

- **Literature Review:** A thorough examination of published works related to Parle-G's brand history, marketing campaigns, market position, and competitive landscape.
- **Market Data Analysis:** Interpretation of quantitative data such as market share percentages, sales figures, and consumer survey results to understand market dynamics and consumer behaviour.
- **Case Study Approach:** Drawing insights from specific examples of Parle-G's promotional activities and responses to market shifts.

The information presented is derived from publicly available data and expert analyses, as evidenced by the citations provided throughout the report.

2. Data Collection

The data for this report was collected exclusively through secondary research. This involved synthesizing information from a diverse range of publicly available sources. Key sources included academic articles, comprehensive market research reports, detailed industry analyses, and relevant news publications. This approach allowed for a broad and in-depth understanding of Parle-G's brand promotion strategies and market dynamics without conducting new primary data collection. No primary data collection (e.g., original surveys, interviews) was conducted specifically for this report.

Data Analysis & Interpretation

This section presents and interprets key data points and comparative analyses that underpin the findings of this report, illustrating Parle-G's market standing and consumer perceptions.

Table 1: Parle-G's Market Share in Indian Biscuit Segments

Segment	Parle Products Share	Parle-G Specific Share	Source/Year
Total Indian Biscuit Market	40%	-	[1]
Glucose Biscuit Category	-	69%	[1]
Overall Biscuit Industry	14%	-	[2] (2024)

Interpretation: Parle-G's dominance is evident in its 69% share of the glucose biscuit category and Parle Products' 40% share of the total Indian biscuit market, solidifying its position as a market leader.

Table 2: Evolution of Parle-G's Key Slogans and Campaign Themes

Time Period/Year	Key Slogan/Campaign Name	Core Message/Theme	Primary Medium/Approach
1980s	"Swaad Bhare Shakti Bhare"	Sustenance & Energy, Family Joy	TVC
1980s	"G for Genie"	Glucose for Energy, Intelligence	TVC, Print
2014	"Wahi Pehli Wali Baat"	Nostalgia, Timeless Comfort	Short TVCs, Print
2018	"Genius Badal Raha Hai"	Evolving Genius, Digital Acumen	Digital, Social Media
2016-2021	#YouAreMyParleG	Nostalgia, Personal Connection	Digital, UGC, Influencer
2022/2024	"Genius wohi, jo auron ke khushi mein paye apni khushi"	Emotional Intelligence, Empathy	TVC, Digital

Interpretation: This table illustrates Parle-G's strategic evolution in messaging, from emphasizing physical energy and academic intelligence to embracing emotional intelligence and empathy, reflecting a conscious effort to remain culturally relevant and connect with contemporary societal values.

Table 3: Comparative Analysis of Parle-G vs. Key Competitors in Indian Biscuit Market

Brand/Company	Dominant Segment	Key Strengths	Key Weaknesses/Challenges
Parle-G / Parle Products	Glucose/Budget	Affordability, Unparalleled Distribution, Brand Loyalty, Trust, Nostalgia	Limited Premium Presence, Low Differentiation, Slower Innovation Pace
Britannia	Premium/Health	Wide Product Range, Strong Premium Brands (Good Day, NutriChoice), Innovative Marketing, Emotional Storytelling	Higher Price Point compared to budget segment
ITC Sunfeast	Indulgent/Premium	Aggressive Growth, Innovation (Dark Fantasy), Strong Distribution via FMCG portfolio	Newer Entrant, Building Differentiation and Esteem

Interpretation: While Parle-G dominates the budget segment with its strengths in affordability and distribution, it faces challenges in differentiation and presence in the growing premium and health-conscious categories, where Britannia and ITC are strong contenders.

Discussion

Parle-G's brand promotion efforts have demonstrably yielded significant market dominance. The brand commands a 40% share of the total Indian biscuit market and an impressive 69% share within the glucose segment, solidifying its position as the world's largest selling biscuit brand.¹ This market leadership is complemented by high brand loyalty and recall, with its iconic logo serving as a strong visual identifier for over 53% of consumers ^[11]. During the unprecedented circumstances of the COVID-19 pandemic, Parle-G's sales experienced a remarkable surge, contributing 80-90% of Parle Products' overall market share growth. This surge underscored strong consumer reliance and trust in the brand during a period of significant uncertainty ^[4]. Furthermore, emotionally resonant advertising campaigns have consistently proven effective in enhancing brand recall and cultivating a positive brand image ^[11].

An examination of consumer purchase decisions reveals that taste (34%), quality (32.7%), and price (22.7%) are the primary drivers for purchasing Parle products ^[11]. When consumers evaluate Parle against its competitors, nutritional information (30.7%), brand reputation (30%), and availability in stores (17.3%) emerge as key influencing factors ^[11].

The observation that Parle-G maintains robust financial results and market dominance despite what is described as "minimal marketing efforts" and lower ad spend compared to Britannia presents a fascinating dynamic. This suggests that Parle-G's approach has historically been a calculated strategy, effectively leveraging its deep-seated brand loyalty, unparalleled distribution network, and cost leadership to achieve remarkable efficiency. The brand has historically relied on the inherent value and widespread availability of its product to drive sales, rather than investing heavily in aggressive, high-expenditure campaigns. However, this strategy transforms into a potential vulnerability when market dynamics shift towards premiumization, health consciousness, and increased digital engagement, areas where competitors are making substantial investments in innovative messaging and brand

differentiation. The implication is that while this approach has been cost-effective and successful for decades, it now risks positioning Parle-G as traditional or undifferentiated, potentially limiting its growth in emerging market segments ^[1].

A critical finding is the high importance consumers place on "Nutritional Information" (30.7%) when choosing between Parle and its competitors, even surpassing brand reputation as a primary factor. This, coupled with the "growing demand for healthier and premium products," signals a significant evolution in consumer priorities beyond traditional considerations like taste, quality, and price ^[7]. While Parle-G has historically been associated with "health" due to its glucose content, the contemporary definition of "healthy" is shifting towards attributes like low-sugar, organic, and fortified options. The strong emphasis on "nutritional information" implies that Parle-G's future brand promotion must not only adapt its product portfolio to these new demands but also explicitly communicate relevant health benefits. Failure to do so could lead to a perception of being outdated or unhealthy, potentially eroding its long-standing brand equity and hindering its ability to capture the growing health-conscious consumer segment.

Conclusion

Parle-G's enduring success is a compelling testament to its unique brand promotion strategy, which is deeply rooted in its unwavering commitment to affordability, an unparalleled distribution network, and a powerful emotional connection cultivated through nostalgia and trust. From the iconic "Parle-G Girl" to the dynamically evolving "G maane Genius" messaging, the brand has masterfully adapted its communication across traditional and increasingly digital channels. This adaptability is further underscored by its keen understanding and skillful navigation of India's diverse regional nuances. Its profound role as a "staple" and "relief food" during national crises highlights its deep integration into the very fabric of Indian households, a level of cultural penetration few brands achieve.

While Parle-G's dominance in the glucose segment remains largely unchallenged, its trajectory for future growth is

critically dependent on its ability to proactively address the significant market shift towards premium and health-conscious consumer preferences. Furthermore, it must strategically strengthen its brand differentiation in an increasingly competitive market landscape. By judiciously innovating its product portfolio, enhancing its data-driven digital engagement, and meticulously balancing its cherished legacy with the evolving demands of contemporary consumers, Parle-G can ensure its continued relevance and leadership within the dynamic Indian FMCG sector. The brand's capacity to evolve its core identity while steadfastly maintaining its foundational values will be the paramount determinant of its sustained success.

Recommendation

To ensure sustained brand leadership and capitalize on future growth opportunities, Parle-G should implement a multi-faceted strategic approach:

Strategic Expansion into Premium and Health-Conscious Segments

- **Product Innovation:** It is imperative for Parle-G to proactively develop and launch new product lines that directly address the rising consumer demand for healthier and premium snacks. This includes introducing organic, whole grain, fortified biscuits, and low-sugar options^[2]. To avoid diluting the core Parle-G brand image, such expansion could be effectively managed through strategic brand extensions or the introduction of new sub-brands.
- **Marketing Differentiation:** Distinct marketing campaigns must be crafted for these new segments. These campaigns should prominently highlight the unique benefits of the new offerings, such as specific health attributes or premium ingredients, rather than solely relying on the brand's traditional message of affordability^[7]. This focused approach will be crucial in addressing the current weakness in brand differentiation^[10].

Enhanced Digital Engagement and Data-Driven Marketing

- **Hyper-Personalization:** Leveraging advanced technologies like Artificial Intelligence (AI), Machine Learning (ML), and big data analytics—principles effectively applied in sectors like finance^[18] will enable Parle-G to gain deeper insights into customer behavior. This understanding can then be utilized to deliver hyper-personalized content and offers at scale, significantly enhancing consumer relevance^[14].
- **Omnichannel Strategy:** A cohesive omnichannel approach is essential to ensure consistent messaging across all consumer touchpoints, including social media platforms, e-commerce sites, mobile applications, and traditional media. This synchronization will create seamless customer journeys and reinforce brand consistency^[14].
- **Interactive Content:** Continued investment in engaging digital content, such as augmented reality (AR) filters, online trivia contests, and user-generated content campaigns, will foster deeper, more interactive

connections with younger, digitally native audiences^[14].

- **E-commerce Optimization:** Strengthening existing partnerships with major online retailers and actively exploring exclusive digital offerings or subscription models can further enhance online sales channels and reach new customer bases^[2].

Maintaining Core Values while Adapting to Evolving Preferences

- **Balance Tradition with Innovation:** Parle-G must continue to reinforce its core values of affordability, trust, and nostalgia in its mass-market communications. Simultaneously, it must demonstrate innovation in both product development and marketing for its new segments^[2]. This dual strategy allows the brand to honor its heritage while embracing future trends.
- **Evolve Core Messaging:** The brand should continue to adapt its iconic "G maane Genius" message to resonate with contemporary values, as demonstrated by the recent shift towards emphasizing empathy^[5]. This strategic evolution showcases the brand's dynamism while preserving its fundamental essence.
- **Transparent Data Practices:** As digital engagement intensifies, prioritizing data security and maintaining transparent communication regarding data usage are critical steps to build and sustain consumer trust, aligning with broader data protection principles^[18].

Strengthening Brand Differentiation

- **Beyond Price and Ubiquity:** While affordability and widespread availability are undeniable strengths, Parle-G needs to actively cultivate differentiation in other areas. This could include highlighting specific health benefits, introducing unique flavor profiles, or promoting innovative consumption occasions, particularly in highly competitive market segments^[10].
- **Storytelling:** The brand should continue to leverage powerful, emotional storytelling in its advertising^[11] to craft a unique brand narrative that extends beyond mere functional benefits, drawing inspiration from competitors' successful creative campaigns^[8].
- **Strategic Partnerships:** Exploring collaborations that align with evolving consumer interests, such as fitness or wellness initiatives, can significantly enhance brand perception and relevance among new consumer groups^[2].

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