



## PARLE AGRO

PROVIDING LUSCIOUS SOLUTIONS TO YOUR THIRST

*Authentically acknowledged as the country's largest beverage producer and supplier, Parle Agro enjoys the exclusive status of having developed some of the most popular, cherished, diversified and widely popular brands – Frooti, Fizz, Appy Fizz and Bailey at a competitive price*

**W**ith 76 manufacturing units manned by highly skilled-in-the-art staff of 5000, Parle Agro playing a pioneering role in the field of beverage manufacturing and supply is engaged unceasingly in research for innovations to satisfy individual longings and tastes of its customers.

### PIONEERING BEVERAGE EMPIRE

Within presence of a little over 3 decades since its inception in Mumbai in 1985, the company has hoisted its flag in more than 50 countries as a provider of not only cold drinks but also of packaged drinking water and PET preforms to achieve the incomparable status of becoming the first and foremost Indian food & beverage company worldwide with immaculate understanding of consumers' tastes.

### DELIVERING AT DOORSTEP

As a proof of company's far sight and foresight, it is worth mentioning that the company has succeeded in bringing its products at the doorstep of consumers, making it portable for buyers and also most

convenient for home delivery by means of Tetra Pak packaging which saves the consumers the hassle of standing outside beverage outlets, consuming drinks from glass bottles which they had to empty and return, before leaving.

Parle Agro Private Limited has set up a special, strategic unit under the title – Parle International tasked with the complete packaging technicalities and solutions with regard to PET preforms bottles and containers through specialized processing. Acclaimed as the provider of a wide range of preforms of unmatched quality, a large number of industries from varied segments hire the services of Parle International for preform solutions.

### PRODUCTS THAT TASTE LIKE MORE

Parle Agro's enterprise is not limited to mango drinks like Frooti or Appy; its latest beverage brand specially caters to the taste buds of those with a special craving for coffee. Café Cuba is the latest brand of beverages, the carbonated coffee soft drink along with another carbonated drink Frio and many more varieties of really savoury, sumptuous, delicious, flavoured

and aerated drinks which have won the hearts of the consumers in all parts of the country. Parle Agro Foods activities are not limited to beverages alone. They have made a thumping entry into the field of snacks with all the fanfare by launching in 2009 Hippo Baked Munchies in different forms and varieties.

### QUALITY, A GUIDING PRINCIPLE

Parle Agro understands its responsibilities towards people's health and welfare. The enterprise's guiding principal vision is to accord top priority to ensure the quality of the products along with the safety of the consumers. For this purpose, they continually keep an eye on the consumer and customer feedback and take immediate corrective action, in case any quality defect, contamination or deficiency is reported in the product, the same is recalled from the market without any loss of time.

It gives preference to social and environmental concerns over financial factors and never compromises with the safety and health of the consumers – undoubtedly, being the best F&B enterprise of India as well as globally.