



PARLE NEW LAUNCH



PARLE-G OATS & BERRIES	
MRP	10/-

PARLE-G CINNAMON	
MRP	10/-



PARLE-G ROYALE	
MRP	10/- & 60/-



PARLE-G COOKIES	
MRP	5/- & 10/-



KAPI CANDY	
MRP	625/-



HIDE & SEEK MILANO COLLECTIONS

UNBOX RICH INDULGENCES



HIDE & SEEK MILANO

SKU'S

MRP

H&S MILANO CF HAZELNUT

40/-

H&S MILANO CF DARK CHOCO

40/- & 180/-

H&S MILANO CF MIX BERRY

40/-

H&S MILANO COOKIES

10/- 40/- & 120/-



HIDE & SEEK FILLS

MRP

10/- &
140/-



CHAKKI ATTA

SKU'S

MRP

PARLE-G CHAKKI ATTA 2 KG

102/-

PARLE-G CHAKKI ATTA 5 KG

245/-

PARLE-G CHAKKI ATTA 10 KG

450/-

PARLE
ALOO BIKKI
 THIN POTATO CRISPIES



ALOO BIKKI

SKU'S	MRP
ALOO BIKKI MEXICAN SALSA	25/-
ALOO BIKKI CHIPOTLE	25/-
ALOO BIKKI SPICY MASALA	25/-



**WORLD'S
FAVOURITE**



BISCUITS

PARLE-G

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
24.5G	2	360		
32+6.5G	3	144		
49G	4	144		
55+10G	5	144		
110+20G	10	60		
200+50G	20	36		
800G	70	14		



PARLE-G GOLD

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
80+20G	10	72		
200G	25	36		
500G	65	20		
1KG	125	14		
2KG	250	20		

PARLE-G CHHOTA BHEEM

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
65G	5	144		
100G	10	144		
250G	50	36		



20-20 COOKIES CLASSIC BUTTER

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
35+5G	5	144		
70+10G	10	90		
150+50G	20	50		



20-20 COOKIES CLASSIC CASHEW

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
30+5G	5	144		
60+10G	10	90		
150+50G	25	50		

20-20 GOLD COOKIES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
BUTTER 52.5+22.5G	10	60		
CHCHIPS 43.75+12.5G	10	72		
CSHW ALMND 52.5+7.5G	10	60		
CSHW ALMND 100+20G	20	60		
BUTTER 150G	25	48		
CHCHIPS 100+20G	30	60		
CSHW ALMND 200G	40	36		
CSHW ALMND 600G	120	12		



20-20 NICE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
68.75G	10	80		
150G	25	48		

HAPPY HAPPY COOKIES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
30+10G	5	144		
60+20G	10	96		
120+30G	20	36		



BISCUITS

MAGIX



SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
ROUND 29+11.8G*	5	144		
RECTANGLE 29+11.8G^^	5	144		
ROUND 58+23.6G**	10	72		
RECTANGLE 58+23.6G+^	10	72		
ROUND 200G^	25	24		

* MRP (₹ 5/-) available in Mango, Orange, Elaichi, Chocolate, Strawberry & Pineapple flavours.

** MRP (₹ 10/-) available in Orange, Elaichi & Chocolate flavours.

^ MRP (₹ 25/-) available in Orange & Chocolate flavours.

^^ MRP (₹ 5/-) available in Mango, Orange, Elaichi, Chocolate & Pineapple flavours.

+^ MRP (₹ 10/-) available in Orange flavour.

MONACO

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
34.27+3.43G	5	120		
66.7+8.7G	10	60		
200G	30	42		
400G	60	20		
800G	120	7		



MONACO ZEERA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
50+10.9G	10	60		
100+20G	20	40		

MONACO PIZZA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
50G	10	80		
120G	30	40		
300G	60	8		



MONACO PIRI PIRI

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
50G	10	80		
120G	30	40		

KRACKJACK

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
34.36+3.44G	5	144		
66.7+8.9G	10	80		
200G	30	40		
400G	60	20		
800G	120	7		



KRACKJACK BUTTER MASALA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
50G	10	80		
120G	30	40		
300G	60	8		

KRACKJACK JEERA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
34.36+3.44G	5	144		
66.7+8.9G	10	80		



TOP CRACKERS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
39.2G	5	100		
73.5G	10	48		
200G	30	30		
400G	60	20		

TOP SPIN CRACKERS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
76.95G	10	48		
200G	25	30		



BISCUITS

PARLE MARIE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
32.9+9.4 = 42.3G	5	120		
65.8+14.1 = 79.9G	10	60		
250G	30	30		



MULTIVITA MARIE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
75G	10	80		
150G	20	40		
300G	40	20		

AROVITA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
75G	10	80		
150G	22	50		



MILK SHAKTI

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
45+5G	5	144		
84+14G	10	96		
150+50G	25	60		
250+50G	30	36		



COCONUT COOKIES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
36+12G#	5	144		
72+24G*	10	48		
72+8G**	10	30		
200G	20	30		

* Available across India except for Nagpur, Akola and Hinganghat

** Available in Nagpur, Akola & Hinganghat

Available in East, North, MP and CG

FAB! BOURBON

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
60G	10	60		
120G	20	80		
150G	30	36		
20G (30+4P) X 12J	150	12		



FAB! JAM-IN

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
MIXED FRUIT 55G	10	72		
ORANGE 55G	10	72		
BLACK CURRANT 55G	10	72		
STRAWBERRY 55G	10	72		
MIXED FRUIT 100G	25	75		
MIXED FRUIT 150G	35	30		
ORANGE 150G	35	30		
BLACK CURRANT 150G	35	30		
STRAWBERRY 150G	35	30		

FABIO CHOCOLATE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
50G	10	120		
120G	30	48		



FABIO VANILLA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
50G	10	120		
120G	30	48		



PREMIUM RANGE OF BISCUITS

PARLE
PLATINA

TM

HIDE & SEEK CHOCOLATE CHIP COOKIES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
100+20G=120G	30	72		
200G	60	60		
350G	100	18		
528G (16.5G X 32P)J	150	12		
660G (33G X 20P)C	200	8		
1KG	300	6		



HIDE & SEEK CHOCOLATE & ALMONDS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
100G	30	60		



HIDE & SEEK CAFÉ MOCHA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
120G	30	72		
200G	50	60		
660G (33G X 20P)C	200	8		



HIDE & SEEK CHOCO ROLLS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
25G	10	128		
75G	30	48		
120G	50	48		
250G	100	24		
375G (12.5G X 30P)J	150	12		



HIDE & SEEK BLACK BOURBON

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
CHOCO 100G	30	36		
VANILLA 100G	30	36		
CHOCO 300G	100	24		
VANILLA 300G	100	24		
CHOCO 480G (40G X 12P)C	120	12		
VANILLA 480G (40G X 12P)C	120	12		





HIDE & SEEK CRÈME SANDWICHES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
CHOCOLATE 100+20G=120G	30	72		
ORANGE 100+20G=120G	30	72		
VANILLA 100+20G=120G	30	72		
STRAWBERRY 100+20G=120G	30	72		



MILANO CHOCOLATE CHIP COOKIES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
75G X 48C	30	48		
120G X 36C	60	36		
300G (12.5G X 24P)J	120	12		
360G (24G X 15P)C	150	8		

MILANO CENTRE FILLED COOKIES - DARK CHOCO

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
75G X 48C	35	48		
250G X 20C	120	20		
300G (12.5G X 24P)J	120	12		
360G (24G X 15P)C	150	8		



MILANO CENTRE FILLED COOKIES - MIXED BERRIES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
75G X 48C	35	48		
300G (12.5G X 24P)J	120	12		
360G (24G X 15P)C	150	8		

MILANO CENTRE FILLED COOKIES - CHOCO & HAZELNUT

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
60G X 48C	35	48		



PREMIUM RANGE OF BISCUITS

PARLE
PLATINA

TM



NUTRICRUNCH DIGESTIVE COOKIES

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
CLASSIC DIGESTIVE 100+20G	20	60		
HONEY & OATS DIGESTIVE 100+20G	20	60		
HONEY & OATS DIGESTIVE 600G	120	9		
CLASSIC DIGESTIVE 1KG	200	12		



NUTRICRUNCH DIGESTIVE MARIE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
DIGESTIVE MARIE 100G	15	60		
DIGESTIVE MARIE 200G	30	15		

NUTRICRUNCH LITE CRACKERS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
LITE CRACKERS 100G	15	48		
LITE CRACKERS 200G	30	20		



SNACKS

MEXITOS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
25G P	10	120		
75G P	35	72		

Available in Jalapeno, Cheese, and Mustard & Herbs.



CONFECTIONERIES

KACCHA MANGO BITE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
277G PB	50	24		
831+41.55G J	150	12		
2.216KG+132.96G J	400	4		
4.432KG+310.24G J	800	2		



BIGGER KACCHA MANGO BITE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
39.6G PB	10	144		
198+19.8G PB	50	24		



MANGO BITE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
289G PB	50	24		
867+43.35G J	150	12		
2.312KG+138.72G J	400	4		
4.624KG+323.68G = 4.948KG J	800	2		



BIGGER MANGO BITE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
195+19.5G PB	50	24		



ORANGE BITE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
289G PB	50	24		
867+43.35G J	150	12		
2.312KG+138.72G J	400	4		
4.624KG+323.68G = 4.948KG J	800	2		



BIGGER ORANGE BITE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
195+19.5G PB	50	24		



BIGGER MANGO BITE & BIGGER ORANGE BITE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
ASSORTED ORANGE & MANGO BITE	195+19.5G PB	50	24	



MAZELO FRUIT GANG

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
190G PB	50	24		
570 +30.4G J 150		12		



MAZELO

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
39.6G PB	10	144		
198+19.8G PB	50	24		
594+31.68G J	150	12		
1.584KG+95.04G J	400	4		
3.168KG+253.44G J	800	2		

LONDONDERRY

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
277G PB	50	20		
831+41.55G J	150	12		
2.216KG+132.96G J	400	4		
4.432KG+310.24G J	800	2		



GRAND LONDONDERRY

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
39.6G PB	10	144		
198+19.8G PB	50	24		
396G PB	100	24		

POPPINS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
14.4G X 50R	2	1000		
25G X (50+2)R	5	400+16		
COMBI 100G P	20	36		



ROL-A-COLA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
25G X (50+2)R	5	400+16		
COMBI 100G P	20	36		



CONFECTIONERIES

PARLE ZING MANGO

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
198+19.8G PB	50	24		
455.4+15.84G J	115	12		



PARLE ZING GUAVA

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
198+19.8G PB	50	24		
455.4+15.84G J	115	12		



PARLE ZING IMLI

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
198+19.8G PB	50	24		
455.4+15.84G J	115	12		

MELODY

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
195.5G PB	50	32		
391G PB	100	24		
586.5+31.28G J	150	12		
1.564K+93.84G J	400	8		
3.128K+218.96G J	800	2		



MELODY MAX

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
172.5+13.8G PB	50	32		
690+69G PB	200	12		

KISMI SINGLE TWIST

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
KISMI PAAN 245.5+24.5G PB	50	24		
KISMI ASSORTED 245.5+24.5G PB	50	24		
KISMI ASSORTED 1.964KG+117.84G J	400	8		





KISMI ELAICHI BAR

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
14G BAR	2	960		
ASSORTED 25G (30+1) C	5	372		

KISMI CLASSIC TOFFEE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
294G PB	50	40		
882+44.10G J	150	12		
2.352KG+141.2G J	400	4		
4.704KG+329.28G J	800	2		



2 IN 1 ÉCLAIRS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
277G PB	50	24		
831+41.55G J	150	12		
2.216KG+132.96 J	400	6		
4.432KG+310.24G J	800	2		



BIGGER 2 IN 1 ÉCLAIRS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
198+19.8G PB	50	24		



CAFECHINO

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
247.5+24.75G PB	50	32		
742.5+39.6G J	150	12		

ASSORTED GRAND LONDONDERRY & MELODY

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
ASSORTED GRAND LONDONDERRY & MELODY 196.5+19.6G PB	50	24		



SNACKS

PARLE CHATKEENS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
ALOO BHUJIA 16+4G P	5	360		
ALOO BHUJIA 32+8G P	10	144		
ALOO BHUJIA 64+16G P	20	48		
ALOO BHUJIA 172+18G P	43	24		
ALOO BHUJIA 360+40G P	88	24		
ALOO BHUJIA 1KG P	220	10		
BHUJIA SEV 16+4G P	5	360		
BHUJIA SEV 32+8G P	10	144		
BHUJIA SEV 64+16G P	20	48		
BHUJIA SEV 180+18G P	43	24		
BHUJIA SEV 360+40G P	88	24		
BHUJIA SEV 1KG P	220	10		
CHATPATA MATAR 16+4G P	5	360		
CORN FLAKE MIX 15G P	5	360		
CORN FLAKE MIX 180+18G P	65	24		
DAL BIJI 16+4G P	5	360		
FARALI CHIVDA 16+4G P	5	360		
HOTNSPICY 16+4G P	5	360		
HOTNSPICY 36+9G P	10	144		
HOTNSPICY 72+18G P	20	48		
HOTNSPICY 180+18G P	41	24		
HOTNSPICY 360+40G P	84	24		
KT MEETHA 16+4G P	5	360		
KT MEETHA 36+9G P	10	144		
KT MEETHA 72+18G P	20	48		
KT MEETHA 180+18G P	41	24		
KT MEETHA 360+40G P	84	24		



SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
MOONG DAL 15+3G P	5	360		
MOONG DAL 30+6G P	10	144		
MOONG DAL 64+16G P	20	48		
MOONG DAL 180+18G P	48	24		
MOONG DAL 360+40G P	98	24		
MSL CHANA DAL 20+5G P	5	360		
PUNJABI TADKA 16+4G P	5	360		
RATLAMI SEV 20+5G P	5	360		
RATLAMI SEV 55G P	10	144		
RATLAMI SEV 198G P	40	24		
SALTED PEANUTS 12+3G P	5	360		
SALTED PEANUTS 24+6G P	10	144		
SALTED PEANUTS 48+12G P	20	48		
SEV MURMURA 11G P	2	288		
SEV MURMURA 24+6G P	5	240		
SEV MURMURA 200G P	50	24		
SOUTH MIXTURE 20+5G P	5	360		
TASTY PEANUTS 13.6+3.4G P	5	360		
TASTY PEANUTS 27.2+6.8G P	10	144		
TASTY PEANUTS 54.4+13.6G P	20	48		
TASTY PEANUTS 150G P	45	24		





PARLE'S WAFERS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
AC 12.5+2.5G P	5	210		
AC 27G P	10	120		
AC 70G P	30	36		
CNO 12.5+2.5G P	5	210		
CNO 27G P	10	120		
CNO 28G P DOSTI	15	120		
CNO 70G P	30	36		
CNO 150G P	60	24		
CS 12.5+2.5G P	5	210		
CS 27G P	10	120		
CS 70G P	30	36		
MM 12.5+2.5G P	5	210		
MM 27G P	10	120		
PP 12.5+2.5G P	5	210		
PP 27G P	10	120		
PP 28G P DOSTI	15	120		
PP 70G P	30	36		
SO 12.5+2.5G P	5	210		
TT 12.5+2.5G P	5	210		
TT 27G P	10	120		
TT 28G P DOSTI	15	120		
TT 70G P	30	36		

SNACKS

PARLE FULLTOSS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
MASALA MASTI 19+4G P	5	225		
MASALA MASTI 50G P	10	120		
MASALA MASTI G	30	24		
NOODLE MASALA 19+4G P	5	225		
NOODLE MASALA 50G P	10	120		
NOODLE MASALA 130G	30	24		
TANGY TOMATO 19+4G P	5	225		
TANGY TOMATO 50G P	10	120		
THAI SRIRACHA 19+4G P	5	225		
THAI SRIRACHA 50G P	10	120		
THAI SRIRACHA 140G	30	24		



MONACO CHEESLINGS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
150G J	60	30		
300G J	120	15		
1KG J	380	6		
3.5KG TIN	900	1		
150G PIZZA J	65	30		



MONACO JEFFS

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
200G J	60	30		
4.5KG TIN	900	1		



MONACO SIXER

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
200G J	60	30		
5KG TIN	1000	1		

BAKERY PRODUCTS



PARLE MILK RUSK

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
63G P	10	36		
200G P	32	36		

PARLE ELAICHI RUSK

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
63G P	10	36		
200G P	32	36		
273G P	42	32		
400G P	60	24		
1KG P	160	8		



HAPPY HAPPY EGG CAKE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
VANILLA 40 P	10	60		
TUTTI FRUTTY 40G P	10	60		
CHOCOLATE 40G P	10	60		
VANILLA 120G P	30	36		
TUTTI FRUTTY 120G P	30	36		
CHOCOLATE 120G P	30	36		

HAPPY HAPPY VEG CAKE

SKU	MRP (₹)	CASE LOT	MARGINS	LCTR
PINEAPPLE 25G P	10	72		
TUTTI FRUTTY 25G P	10	72		
PINEAPPLE 65G P	20	48		
TUTTI FRUTTY 65G P	20	48		

