**Abstract**

Biscuits were very much a luxury food in India, when Parle began production in 1939. Apart from glucose and Monaco biscuits, Parle did after a wide variety of brands. However during the Second World War, all domestic biscuit production was diverted to assist the Indian soldiers in India and the Far East. Apart from this the shortage of wheat in those days, made Parle decide to concentrate on the more popular brand. So that people could enjoy the price benefits. The consumer has his own choice depending upon the various factors that has affected the selection of a particular brand. Hence the study is made on the brand loyalty of the Britannia and Parle.