

[Vimal Rathod writes on the Parle G price story on his blog Vimalrathod.com](http://www.vimalrathod.com)

Vimal Rathod is a first generation entrepreneur who dreams of an India where everyone will be well off and everyone will be successful.

Online PR News â€œ 03-June-2011 â€œ Vimal Rathod is an Indian businessman writes his blog Vimalrathod.com . In one of his recent articles he discusses the Parle G price story. In the wake of food price inflation, Vimal Rathod applauds Parle Gs ability to keep their price low in the last 20 years. Vimal Rathod compares Parle G with its competitors like Britannia Tiger who couldnt retain a higher price and ultimately had to bend down before Parle G and priced their biscuit very low. Vimal Rathod in a thought provoking jest reflects on America ability to contain food inflation and how they have managed to keep the food prices of basic food items like pulses, flour very low over the years. Vimal Rathod (<http://www.vimalrathod.com>) then urges in the write up that other Indian companies should learn from Parle G, how to contain price yet deliver value to the customer.

Â

Vimal Rathod is a successful Indian businessman. He specializes in Agriculture, Infrastructure and Mining (AIM) sectors. He has been a long practicing consultant to SMEs and corporate entities in areas of scaling up businesses, wealth creation and management, Innovation and leadership. Vimal Rathod is a first generation entrepreneur who dreams of an India where everyone will be well off and everyone will be successful. He writes a thought leadership blog called India positive virus where he discusses topics that are very close to his heart, his professional journey as a businessman and his unbridled passion for all things big. He considers himself a mercenary who only understands the language of growth and money.

Â

Vimal Rathod through his blog wants to connect with the Indian youth who have big ambitions and aspire to become rich and successful. The wealth of experience that he gained in business and his transformational rise from a middle-class Mumbai boy to a successful businessman, he believes can be a guiding spirit for people who want to do well in business and in life. He has handholded companies from start up into the big league and today is respected all over the industry for his sharp business knowledge. His passion to make it big in life has seen him garner the respect and adulation from various quarters of corporate India.

Â

Media Information

Vimal Rathod

vimalrathod14@gmail.com

<http://www.vimalrathod.com>

Annie Besant Road, Worli

Mumbai

Maharashtra

400056

India