

## MMS – Marketing 2011 – 13 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	C21	Pranav Prakash Borkar	Report Automation at Lifestyle	Lifestyle International Pvt. Ltd	Ms. Suman Mathur
2	C23	Prathmesh Rohidas Muluk	Promotional strategies for York in Mumbai	Johnson Controls India Pvt Ltd	Ms. R. Nadange
3	C24	Pravin Shankar Jaiswar	Implementation of DMS in Lifestyle. Analysis of Opportunities and Challenges	Lifestyle International Pvt. Ltd	Ms. P. Chandwaskar
4	C26	Ritesh Harshvardhan	Developing Effectives Media Recommendation for 3M Car Care	3M India car Care Business	Ms. P. Chandwaskar
5	C29	Samuel Allen Kollabathula	Consumer Buying Behavior of conditions in Mumbai	Johnson Controls India Pvt Ltd	Ms. S Tamhankar
6	C33	Savita Choudhary	Analysis of "Customer Satisfaction" in Modi Hyundai	Modi Hyundai	Dr. K Suryanarayanan
7	C43	Ujjwal Deepak Kandare	Capacity Utilization of Warehouse at Lifestyle	Lifestyle International Pvt. Ltd	Ms. R. Nadange
8	C44	Vinay Sangam Tripathi	A Study of Customers and dealers perception at Philo[s Television	PF Electronics	Ms. P. Chandwaskar
9	C45	Vipin Ratansen Singh	A study on Brand awarness and brand preference at Modi	Modi Hyundai	Ms. P. Chandwaskar
10	C49	Mehul Dayanand Sihag	A Study of Brand Building Strategies of Modi Hyundai through contemporary promotional activities	Modi Hyundai (Thane)	Ms. P. Chandwaskar
11	C54	Tushant Ranbir Chauhan	Measurement of of escorts	Modi Hundai	Mr. K. Kothare
12	C55	Abhishek Naveen Gajara	Role of MDV in Digitilization	Reliance Communications Pvt Ltd	Ms. R. Nadange
13	C57	Mayank Madhusudan Purohit	Marketing Strategy	Apolla Munich Health	Ms. R. Nadange
14	P3	Amit Tulshiram Tayade	Currency Management in India	Reserve Bank of India	Ms. Prema Mahale
15	P10	Gitesh Manohar Dhotre	Consumer Awarness of Digitization in Mumbai	A C Nielsen	Ms. P Chandwaskar
16	P27	Rita Vikram Gujar	Marketing strategies of SA-FORD as a star up unit to practical services	SA-FORD	Ms. R. Nadange
17	P38	Sonali Gopal Dhakate	Implementation of On line CRM in SME's	Shikovi Heat Gent. Pvt. LTd.	Ms. S. Tambe
18	P39	Suyog Suresh Patil	Lead generation, requirement analysis & Solutions for Cygwes Products & Services	Cygwes IT Solutions Pvt Ltd	Ms. Smita Jape
19	P41	Sushant Suryakantrao Nadarge	Investor's guide to Commodity Market	Anand Rathi Shares & Securities	Ms. R. Nadange

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20	P44	Vikas Balasaheb Sangamneri	Inventory Control Management	Lear Automotive India Pvt Ltd	Ms. R. Nadange
21	P48	Nikita Dinesh Kotak	Market Research & Analysis on Mobile Value added services in India	CVOINUS IT Solutions Pvt Ltd	Ms. Smita Jape
22	P49	Shreyas Satyawani Gosavi	Customer Satisfaction Survey of term loan for ICL	A C Nielsen	Ms. Smita Jape
23	P54	Ameya Vinayak Halbe	Pattern of Antiplatelet agent like clopidogrel	USV Limited	Ms. P Chandwaskar
24	P56	Sonal Sambhaji Machale	Market Research on Bearings	NRB Bearings Ltd	Mr. K. Kothare
25	P58	Varsha Srichand Sawlani	Marketing of Financial Services	Edelweiss Financial Ltd	Ms. R. Nadange
26	P59	Sagar Shivappa Kapse	Analysis of an integrated supply chain process for the Indian Petroleum Industry at IOCL	IOCL	Ms. P Chandwaskar
27	P60	Pankaj Surendra Vyas	A study on Commodity Market	Systemation Shares & Stocks (I) Pvt Ltd	Ms. R. Nadange
28	Ex 02	Dharmveer Rathod	Measuring Customer Satisfaction	Modi Hundai	Mr. K. Kothare

## MMS – Marketing 2011 – 13 Batch Winter / Final Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	C21	Pranav Borkar	Dealer Management and Promotions for DTH service at Reliance Communications	Suman Mathur
2	C23	Prathmesh Rohidas Muluk	Consumer Buying in Internet buying	Rashmi Nadange
3	C24	Pravin Shankar Jaiswar	Export Procedure & Documentation at Beechins Creation	Pallavi Chandwaskar
4	C26	Ritesh Harshvardhan	Study of Immunization Literacy among the parents of new born babies	Pallavi Chandwaskar
5	C29	Samuel Allen Kollabathula	Study on Promotional tools used in e- commerce to overcome customer inhibitions	Rashmi Nadange
6	C33	Savita Choudhary	Improvement in Efficiency and effectiveness of merchandising process of Beechin's Creation	Pallavi Chandwaskar
7	C43	Ujjwal Deepak Kandare	Concept fit for Brand extention	Rashmi Nadange
8	C44	Vinay Tripathi	Competitor Analysis and Dealers Perception towards bluebell ergonomics pvt.ltd	Rashmi Nadange
9	C45	Vipin Ratansen Singh	A study of current scenario of Indian retail opportunities and challenges	Pallavi Chandwaskar
10	C49	Mehul Dayanand Sihag	A study to assess the extent of usage of B2B portal by SMEs in Ambemath	Pallavi Chandwaskar
11	C54	Tushant Ranbir Chauhan	Comparative Evaluation of price Holding Perception :An Analysis of ICICI Prudential	P.M.Kelkar
12	C55	Abhishek Gajra	Social Media Marketing	Rashmi Nadange
13	C57	Mayank Purohit	Current scenario of Real Estate Industry (Thane Region)	Pallavi Chandwaskar
14	P03	Amit Tulshiram Tayade	Scope of Marketing 3.0 in India	Pallavi Chandwaskar
15	P10	Gitesh Manohar Dhotre	Market analysis for new product launch in waterproofing in Mumbai	Pallavi Chandwaskar
16	P27	Rita Vikram Gujar	Changing trends in marketing of cosmetics	Rashmi Nadange
17	P38	Sonali Gopal Dhakate	Study of advertising attributes in food & beverages industry	Pallavi Chandwaskar
18	P39	Suyog Suresh Patil	Business analysis and research on Cygnus IT solutins "APP WAP WEB Store Solutions"	Smita Jape
19	P41	Sushant Suryakantrao Nadarge	Consumer Buying Behavior in four wheeler segment	Rashmi Nadange
20	P44	Vikas Balasaheb Sangmnere	Comparative study of farmers and dealers perception on SAC (Soul Agro Chemicals)	Pallavi Chandwaskar
21	P48	Nikita Dinesh Kotak	Business Analysis and Research on Cygnus IT Solutions EDUPLAY(M-education Application)	Smita Jape

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22	P49	Shreyas Satyawar Gosavi	Brand Preference of youth in Telecom Industry	Smita Jape
23	P54	Ameya V. Halbe	A study on future scope of digital marketing in indian pharmaceutical industry	Pallavi Chandwaskar
24	P56	Sonal Machale	Comparative Analysis between National Health Insurance and Star Inhouse	Pushkar Parulekar
25	P58	Varsha Sawlani	Consumer Buying Behavior in Banks	Rashmi Nadange
26	P59	Sagar Kapse	An approach to project sales tendering at Siemens India Limited	Pallavi Chandwaskar
27	P60	Pankaj Surendra Vyas	Automobiles opportunitites and challenges	Rashmi Nadange
28	Ex02	Veer Singh Rathod	Evaluating client preference towards various Insurance policies of ICICI Prudential	Dr P M Kelkar

## Sheet2

1	C21	Pranav Bo	Dealer Mar	Suman Mathur
2	C23	Prathmesh	Consumer	Rashmi Nadange
3	C24	Pravin Sha	Export Pro	Pallavi Chandwas kar
4	C26	Ritesh Har	Study of Im	Pallavi Chandwas kar
5	C29	Samuel All	Study on P	Rashmi Nadange
6	C33	Savita Cho	Improveme	Pallavi Chandwas kar
7	C43	Ujjwal Dee	Concept fit	Rashmi Nadange
8	C44	Vinay Trip	Competitor	Rashmi Nadange
9	C45	Vipin Rata	A study of	Pallavi Chandwas kar
10	C49	Mehul Day	A study to	Pallavi Chandwas kar
11	C54	Tushant R	Comparati	P.M.Kelka
12	C55	Abhishek C	Social Med	Rashmi Nadange
13	C57	Mayank Pu	Current sc	Pallavi Chandwas kar
14	P03	Amit Tulsh	Scope of M	Pallavi Chandwas kar
15	P10	Gitesh Mar	Market ana	Pallavi Chandwas kar
16	P27	Rita Vikra	Changing t	Rashmi Nadange

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17	P38	Sonali Gop	Study of ad	Pallavi Chandwas kar
18	P39	Suyog Sure	Business a	Smita Jape
19	P41	Sushant Su	Consumer	Rashmi Nadange
20	P44	Vikas Bala	Comparati	Pallavi Chandwas kar
21	P48	Nikita Din	Business A	Smita Jape
22	P49	Shreyas Sa	Brand Pref	Smita Jape
23	P54	Ameya V. H	A study on	Pallavi Chandwas kar
24	P56	Sonal Mac	Comparati	Pushkar Parulekar
25	P58	Varsha Sav	Consumer	Rashmi Nadange
26	P59	Sagar Kaps	An approach	Pallavi Chandwas kar
27	P60	Pankaj Sur	Automobile	Rashmi Nadange
28	Ex02	Veer Singh	Evaluating	Dr P M Kelkar