

MMS – Marketing 2012 – 14 Batch Summer Internship Projects

Sr. No.	Div.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	C	4	Girish Suresh Pillay	Building Value proposition for health care product	Godrej & Boyce	Dr P M Kelkar
2	C	13	Gagan Prakash Chandramauli Prasad	A study on Brand Awareness and preferences of various bearing company	IMRB	Ms. S Tamhankar
3	C	22	Nitin Sopan Hulge	Analysis of Health check up process in Fortis Hospital Mulund	Fortis Hospital Mulund	Ms. P Mahale
4	C	33	Rakesh Gopal Mahajan	A study on Industrial Buyer Behavior for IT products in Mumbai Region	IMRM International, Dadar	Ms. P Chandwaskar
5	C	38	Romil Shantilal Malde	A study on Paradigm shift from Traditional Marketing	DR VNBRIMS	Ms. P Chandwaskar
6	C	39	Saurabh Sanjay Yangatwar	Promotional strategies of Movies for Yash Raj Films	Yash Raj Films	Ms. P Chandwaskar
7	C	46	Siddharth Kamlesh Sawant Dessai	Optimizing productivity through warehouse activity restructuring	Sanofi India Ltd.	Ms. P Mahale
8	C	47	Sneha Sunil Phatak	Study on Mapping	Aptara New Media Ltd.	Ms. M Vaidya
9	C	50	Vishal Sambhaji Shinde	In sight of Digital Advertising in Alden Ventures with Reference to Media Planning	Aidem Ventures	Ms. P Chandwaskar
10	C	54	Rohit Ashok Yawalkar	Quality check at Jindal Textiles	Jindal World wide	Ms. P Mahale
11	C	56	Aakash Narayan Mhaske	The study of consumers' perception on buying insurance policies in Edleweiss Tokio LIC	Edleweiss Tokio Life Insurance Co Pvt Ltd	Mr. P Parulekar
12	P	2	Ajinkya Ram Bhalsing	Indian Naphtma Market Analysis of Indian Naphtma Market	ONGC	Ms. P Chandwaskar
13	P	5	Ashish Ashok Ghare	Expansion of distribution Network of Berger paints	Berger Paints India Pvt LTd	Mr. D Agnihotri
14	P	6	Ashish Kumar Singh	Study of Three Products of Dena Bank & understading of 7 P's in Banking sector	DENA Bank Andheri West	Mr. D Agnihotri
15	P	7	Ashish Mathew Areekattel	Brand Building strategies for Samarth Edufin Services	Samarth Edufin Services Pvt Ltd	Ms. P Chandwaskar
16	P	10	Hemant Banduji Telang	Inventory Control System	Subros Auto Air Conditioning System Ltd.	Ms. M Vaidya
17	P	12	Jasmine Homi Kotwal	A study on consumer Behavior of Indian Shampoo market with specific focus on Mumbai & Thane Mkt	IPSOS Market Research Co	Ms. P Chandwaskar

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18	P	13	Ketaki Prithviraj Jagtap	Sopcial Media Marketing, it's communication platform and monitoring for Korum Mall	Kalpataru Retail Ventures Pvt Ltd (KORUM MALL)	Mr. D Agnihotri
19	P	17	Mohammad Faisal Maqsood Ahmed Indikar	Study of VEEDOL Lubricant Market and strategies in Mumbai	TIDE Water Oil Co India Ltd VEEDOL	Mr. D Agnihotri
20	P	18	Nikhil Suresh Pawar	Website for Marketing and Selling is beneficial or not in printing industry	Krishna Arts	Ms. S Tamhankar
21	P	19	Namit Satish Tiwari	Market Trends in Orthopedic	JSS Surgical	Mr. D Agnihotri
22	P	20	Nidhi Adhir Ambavane	Online Marketing via social Media	Reliance Digital Retail Ltd	Mr. D Agnihotri
23	P	21	Nikhil Dharma Rathod	Relationship Managemnet strategies for B2B clients and contractos of Andhra Electric	Andhra Electric and Engineering Co Pvt Ltd	Ms. P Chandwaskar
24	P	22	Nikita Arun Padate	Evaluation of Brand awarness and Buying Behavior of retailers for Andhra Electric	Andhra Electric and Engineering Co Pvt Ltd	Ms. P Chandwaskar
25	P	26	Priyanka Ravindra Masane	Impact of website on customers	Lenopact Industries	Ms. S Tamhankar
26	P	36	Sameer Yashwant Waje	To study the usefulness and brand awarness of IT products	IMRB International	Ms. S Tamhankar
27	P	37	Samiksha Deepak Thanekar	Study of sonsignment sales in SAP SD	Crave Software Solutions	Ms. P Mahale
28	P	49	Vishakha Sudhakar Deshmukh	Marketing strategy for KORUM	Kalpataru Retail Ventures Pvt Ltd (KORUM MALL)	Mr. D Agnihotri
29	P	50	Vivek Gajanan Malekar	The digital evolution in B2B Marketing	DR BRIMS Thane	Mr. D Agnihotri
30	P	51	Dhanashree Deepak Padave	Study of Channel preferences for the buying of General Insurance and Factors affecting channel selection in SME's Hotel	Royal Sundaram General Insurance Company	Ms. P Chandwaskar
31	P	54	Aditya Rajendra Chaubal	Understanding the Market of VEEDOL Lubricants	Tide Water Oil (India) Pvt Ltd.	Ms. M Vaidya
32	P	55	Pooja Ramesh Urunkar	Promotion strategies for Pharmactutical product	Cipla Ltd. Vikhroli	Mr. D Agnihotri
33	P	58	Ishani Chandrashekhar Patil	Distributors behaviour towards Mutual Funds	HDFC Mutual Funds	Ms. P Chandwaskar
34	Ex	1	Vijay B Tayade	Complete process cycle of Data services offered by RCOM	Reliance Communication	Mr. D Agnihotri