

PGDM – Marketing 2016 – 18 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	PG01	BAGH PRYIYANKA KALOSONA	A study of Criteria used by in the selectin of a business Newspaper	Hindustan Times MINT	Dr Satvinder Bedi
2	PG02	BHALLA SHIVAM ROHIT	A study of report Market with reference to textile industry	Rungta Dryeing	Dr Satvinder Bedi
3	PG03	BHOIR VISHAL GURUNATH	A study on Consumer buying behavior for real estate	Vasturachna Construction	Pallavi Chandwaskar
4	PG04	BICHARE POONAM RANGNATH	A study to analyse the sales and suggest effective sales strategies at Nirmal Lifestyle	Nirmal Lifestyle	Pallavi Chandwaskar
5	PG06	CEREJO JOANNA CECIL	Business networking & B2B Marketing of ATL Labs	Grey Sin	Krunal Punjani
6	PG12	JAIWAL VIKRAM VIVENDRA		Hotel Ramgiri	Krunal Punjani
7	PG15	KOLI HIMANSHU NARENDRA	Marketing Reserch & Development of Maharashtra Wrestling Champions League (MWCL)	Cinema Factory Entertainment (Thane)	Kshitija Pandey
8	PG22	ROY ABHIJIT ALOK	Marketng, Branding and Promotion for Maharashtra Wrestling Champions League (MWCL)	Cinema Factory Entertainment	Kshitija Pandey
9	PG25	SEGUNTHAR RAJAKUMARAN AN	Mint readership Drive	HT Media Ltd	Pravin Narang
10	PG26	SHAIKH ASHFAQUE PARVEZ	Study of Mouth Freshners	Vira Beverage	Kala Mahadevan
11	PG27	SHAIKH FARHADNAZZ MAQBUL	Development of Marketing & Braning strategies for Maharashtra Wrestling Champions League (MWCL)	Cinema Factory Entertainment	Kala Mahadevan
12	PG34	TEJAL THAKKER	Customer satisfaction Survey of Airtel with special reference to Bhiwandi Thane	Bharati Airtel Ltd	Dipti Periwal

PGDM – Marketing 2016 – 18 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG01	BAGH PRYIYANKA KALOSONA	Organic cosmetic market in India and study of Khadi Natural	Ms. Sushma Dave
2	PG02	BHALLA SHIVAM ROHIT	A study to analyse real estate in Mumbai (Spectrum Pvt Ltd)	Ms. Sushma Dave
3	PG03	BHOIR VISHAL GURUNATH	A study of strategies of residential real estate constructio firm with regard to middle class segment	Dr Satvinder Singh Bedi
4	PG04	BICHARE POONAM RANGNATH	To study the impat of digital marketing in fashion industry wrt women apparel	Dr Satvinder Singh Bedi
5	PG06	CEREJO JOANNA CECIL	A study to determine the role and impact of influential marketing w.r.t. charter box	Mr. Krunal Punjani
6	PG12	JAIWAL VIKRAM VIVENDRA	Feasibility of Restaurant	Dr Satvinder Singh Bedi
7	PG15	KOLI HIMANSHU NARENDRA	Study to Analyse the work of SMM in Banks (ICICI Bank)	Ms. Kshitija Pandey
8	PG22	ROY ABHIJIT ALOK	The impact of on line Advertising on Consumer towards mobile phones	Ms. Kshitija Pandey
9	PG25	SEGUNTHAR RAJAKUMARAN ANNAMALAI	Consumer brand perception toward various (automobile) passenger	Ms. Pallavi Chandwaskar
10	PG34	TEJAL THAKKER	Impact of Loyalty program on Customer in Retail Sector / Customer satisfaction survey of Airtel with special reference to Bhiwandi	Ms. Pallavi Chandwaskar