

## PGDM – Marketing 2017 – 19 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	PG02	Sharma Vinay Rameshchandra	Brand Awareness of Cables and Wires in KEI	Krishna Electrical Industries (KEI)	Dr. Harshal Ghandi
2	PG06	Mishra Divya Vinod	Devising & Implementing sales strategy	Mc Clelland Engineers Pvt Ltd	Dr. Harshal Ghandi
3	PG11	Poman Aditya Sanjay	A study of Awareness & Visibility of Scantech Laser Pvt Ltd	Scantech Laser Pvt Ltd	Dr. Harshal Ghandi
4	PG16	Thorave Shubhangi Ravindra	Brand Awareness of Ujawala and Suphala of RCF	Rashtriya Chemicals and Fertilizers	Ms. Sushma Dave
5	PG19	Bhosle Pooja Ganpat	The Business of Event Venue Bookings – An on line platform	Core Ocean Pvt Ltd	Ms. Sushma Dave
6	PG20	Nayana P.V. Venu P K	Customer relationship Management	SBI Life Insurance Company Ltd	Ms. Pallavi handwaskar
7	PG22	Yadav Ankur Jawaharlal	Study of Role of Innovation and Modernisation in Child Health Care Sector	TheKid's Clinic	Ms. Pallavi handwaskar
8	PG26	Shinde Aniket Naresh	Market Study of Cables and Wires in KEI	Krishna Electronics Industries	Ms. Pallavi handwaskar
9	PG29	Kalohiya Amrita Kaur Tasvir Singh	Capturing needs and pain points of customer through Automation & increasing SMS count at RO	Bharat Petroleum	Mr. Krumal Punjani
10	PG31	Yadav Ajit Janardan	Project report on Marketing of Industrial Paint	Nippon Paint	Mr. Krumal Punjani
11	PG33	Pal Shilpi Shyam Singh	A study on Customer's satisfaction towards Hydroponic System in India	Emaar Farm Technik	Mr. Krumal Punjani
12	PG 39	Kadam Raj Vijay	Automation a Marketing Tool of Bharat Petroleum	BPCL	Ms. Kshitija Pandey
13	PG 42	Raut Anjum Faruk	Impact of online marketing on success of EPM	IIT Bombay, Shailesh J Mehta School of Mgmt	Ms. Sushma Dave
14	PG 45	Nathani Dinesh Deepak			
15	PG 46	Lakade Sanket Shankar	A study on Awareness and visibility of towards Britannia Biscuits	Britania Industries Ltd	Dr. Harshal Ghandi
16	PG 47	Birajdar Bhaskar Balaji	Increasing brand awareness and customer preference of a DEUCE	Britania Industries Ltd	Ms. Sushma Dave

## PGDM – Marketing 2017 – 19 Batch Final / Winter Project

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG01	Joshi Jaideep Jayant	Digital Marketing	Mr. Pravin Narang
2	PG02	Sharma Vinay Rameshchandra	Chanel partner management of Real Estate w.r.t. Kalpataru	Mr. Krunal Punjani
3	PG06	Mishra Divya Vinod	Determine and analyze the consumer decision making process of residential property w.r.t. Rustomjee Urbania	Mr. Krunal Punjani
4	PG11	Poman Aditya Sanjay	A study on advertisement effectiveness of on line food delivery food applications & its influence on consumer's purchase intent	Mr. Krunal Punjani
5	PG18	Saini Harminder singh Mukhtiar Singh	Consumer Buying Behavior	Mr. Pravin Narang
6	PG19	Bhosle Pooja Ganpat	Advertising Strategy of Oriflame & its impact on Consumer Buying Behavior	Ms. Kshitija Pandey
7	PG20	Nayana P.V. Venu P K		Dr Pallavi Chandwaskar
8	PG22	Yadav Ankur Jawaharlal	A study of Retail perception towards sales and distribution of Puma	Dr Pallavi Chandwaskar
9	PG26	Shinde Aniket Naresh	Comparative Analysis of E-Commerce players	Ms. Pallavi Chandwaskar
10	PG29	Kalohiya Amrita Kaur Tasvir Singh	A study of Marketing and operation of logistic and Transportation in India	Dr Pallavi Chandwaskar
11	PG31	Yadav Ajit Janardan	Project on smooth Transportation of Good by Freight carriers in India	Dr Harshall Gandhi
12	PG 36	Singh Nitin Pradeepkumar	A study on commercialisation product KIWI _ IG International	Dr Harshall Gandhi
13	PG 37	Ratti Sagar Rakesh	Customer preference in on line grocery shopping	Ms Sushma Dave / Vaibhav Dabre
14	PG 39	Kadam Raj Vijay	A study of Customer satisfaction at Pantaloons fashion & Retail Ltd	Ms Sushma Dave / Vaibhav Dabre
15	PG 42	Raut Anjum Faruk	To study women consumer behavior at the shopping malls in Mumbai	Dr Harshall Gandhi
16	PG 47	Birajdar Bhaskar Balaji	Business planning for paper bags	Mr. Krunal Punjani