

PGDM – Marketing 2011 – 13 Batch Summer Internship Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Company	Name of Guide
1	PG- 01	Adhish Maity	To study the Demand Analysis of Recruitment Business	Futurlite Recruitment Agency	Ms. R. Nadange
2	PG- 03	Baraskar Vitika P	To study the effectiveness online marketing of a recruitment business with respect to Futurline	Futurlite Hiring Solution	Ms. S. Jape
3	PG- 09	Gangurde Ravina D	Marketing Strategies in Retail Sales	Indian Oil Corporation Ltd.	Ms. R. Nadange
4	PG- 13	Inamdar Sanket S	Criticality of maintaing Relationship in B2B Market	EMCO Ltd.	Ms. S. Mathur
5	PG- 15	Kelkar Aishwarya R	Study on Brand Acceptability of SERVO Oils	Indian Oil Corporation Ltd.	Mr. K Kothare
6	PG- 17	Keshari Ashish K	A study on dealers perception about Nerolac paints & comparative product portfolio analysis at Nerolac and asian paints	Kansai Nerolac	Ms. P Chandwaskar
7	PG- 21	Kumar Abhishek	Competitor Analysis of Chemosy's Ltd. With reference to Three major	Chenosy (Them's) LTd	Ms. P Chandwaskar
8	PG- 27	Purohit Jitendra H	To study Competitor analysis in Real Estate with reference to Lodha	Lodha Group of Companies	Ms. R. Nadange
9	PG- 28	Rawale Sai S	Awarness of promotional activities of RCF Products	RCF Ltd Chembur	Mr. K Kothare
10	PG-30	Takalkar Shweta E	To implement wi-fi network at L & T Infotech	L & T Infotech	Ms. S Mathur
11	PG- 31	Vishwakarma Avadhesh S	Market operating price of Nerolac product	Kansai Nerolac Pvt Ltd	Ms. R. Nadange
12	PG- 33	Yadav Akhilesh R	Analysing performance of MR and Market Performance of Drug	Asian Health Care	Ms. S Jape
13	PG- 34	Yadav Prasad R.	Comparative competitor Analysis of Sulzer Pumps India Ltd.	Sulzer Pumps India Ltd	Ms. P Chandwaskar

PGDM – Marketing 2011 – 13 Batch In Depth Study - I Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG- 01	Adhish Maity	Automobile-Two Wheeler Sector	Rashmi Nadange
2	PG- 03	Baraskar Vitika P	Study of Auto Ancillary Industry	Dr. P.M.Kelkar
3	PG- 09	Gangurde Ravina D	Packaged Drinking Water	Rashmi Nadange
4	PG- 13	Inamdar Sanket S	Indepth study- Power Sector	Prema Mahale
5	PG- 15	Kelkar Aishwarya R	Indepth study on Indian Telecom Sector	Pallavi Chandwaskar
6	PG- 17	Keshari Ashish K	Indepth study of paint	Suman Mathur
7	PG- 21	Kumar Abhishek	Pharmaceuticals Sector	Dr.K.Suryanarayanan
8	PG-27	Purohit Jitendra H	Study on Real Estate Industry	Smita Jape
9	PG-28	Rawale Sai S	Marketing Strategies of Major Players in Hair care Segment in Indian FMCG Industry	Pallavi Chandwaskar
10	PG-30	Takalkar Shweta E	Indepth study of IT secotr	Suman Mathur
11	PG-31	Vishwakarma Avadhesh S	Indepth Study on Cement Industry	Smita Jape
12	PG-33	Yadav Akhilesh R	Engineering Sector	Dr.K.Suryanarayanan
13	PG-34	Yadav Prasad R.	Pharmceutical Secotr	Dr.P.M.Kelkar

PGDM – Marketing 2011 – 13 Batch In Depth Study - II Projects

Sr. No.	Roll No.	Name of Student	Project Title	Name of Guide
1	PG- 01	Adhish Maity	Indepth Analysis of Indian four wheeler Industry	Prema Mahale
2	PG- 03	Baraskar Vitika P	Indepth Analysis of Indian Media & entertainment Industries	Rashmi Nadange
3	PG- 09	Gangurde Ravina D	Footwear Industry in India	Rashmi Nadange
4	PG- 13	Inamdar Sanket S	Indepth Report on Telecom Sector	Prema Mahale
5	PG- 15	Kelkar Aishwarya R	Indepth study on Indian Gems & Jewellery	Smita Jape
6	PG- 17	Keshari Ashish K	Indeoth study on warehousing Industry	Poonam Muley
7	PG- 21	Kumar Abhishek	Indian Healthcare Sector & its future prospects	Dr P M Kelkar
8	PG-27	Purohit Jitendra H	Real Estate Commercial Sector	Smita Jape
9	PG-28	Rawale Sai S	Food Beverage & Tobacco Industry Marketing of demerit goods	Rashmi Nadange
10	PG-30	Takalkar Shweta E	Computer Hardware Industry	Suman Mathur
11	PG-31	Vishwakarma Avadhesh S	Indepth analysis of Indian Paint Industry	Smita Jape
12	PG-33	Yadav Akhilesh R	Information Technology in India	P.M.Kelkar
13	PG-34	Yadav Prasad R.	Indepth study of retail sector & its future prospects	Pallavi Chandwaskar