

## CERTIFICATE

This is to certify that **Mr. Ritesh Shrikrishna Gandhi** seat no. 2148381 Bachelor of Management studies ,(2022-2023) has successfully completed the project on THE STUDY OF IKEA'S MARKETING STRATEGY under the guidance of **Prof. Vikram Shrotri**

Date: 30/03/2024  
30/04

Place: Mumbai

Vikram Shrotri

Prof. Vikram Shrotri  
(Course Co-Ordinator)

Shantaj .M. Deshbhratar

Prof.(Dr.) Shantaj .M. Deshbhratar  
Principal (in-charge)

Vikram Shrotri

Prof. Vikram Shrotri  
(Project Guide/Internal Examiner)



\_\_\_\_\_  
External Examiner

**CERTIFICATE**

This is to certify that the project report submitted along with the project entitled “A comparative Analysis of Apple vs Samsung” has been carried out by **Sneha Chavan** under my guidance in partial fulfillment for the degree of bachelor in Commerce (management studies), 6<sup>th</sup> Semester at **Bhartiya Vidya Bhavan’s Hazaramimal Somani College of Arts & Science, Mumbai** during the academic year 2023-2024.

\_\_\_\_\_  
SIGNATURE OF PRINCIPAL  
(Dr. Shantaj M. Deshbhratar)

\_\_\_\_\_  
SIGNATURE OF PROJECT GUIDE  
(PROF. Vikram Shrotri)



\_\_\_\_\_  
(COLLEGE SEAL)

Hazarimal Somani College of Arts and Science, Shri Manubhai  
Maneklal Sheth Junior College of Arts and Science and Jayaramdas  
Patel College of Commerce and Management Studies, Chowpatty,  
Mumbai 400007

*Certificate*

This is to certify that Ms. DEEPTI GANESH GANACHARYA has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Project Work and her project is entitled, " STUDY On MARKETING STRATEGY D-MART " under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.



*Seal of the College*

A handwritten signature in purple ink, appearing to be "D. S. J.".

Signature of Principal

A handwritten signature in black ink, appearing to be "Ushmati".

Name and Signature of  
Guiding Teacher

A handwritten signature in black ink, appearing to be "H. S. J." with the date "5/4/2024" written below it.

Signature of External  
Examiner

Date of submission: 30<sup>th</sup> of March 2024

**Bhavans Hazarimal Somani College of Arts & Science & Jayaramdas Patel  
College of Commerce & Management, Chowpatty, Mumbai - 400007**

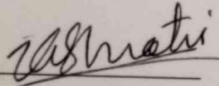


**Certificate**

This is to certify that Mr **Aresh Rohinton Ichhaporia** has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the Subject of **Marketing** and his project is entitled, "**Marketing Strategies of Paytm**" under my supervision.

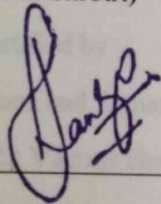
I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for and Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.



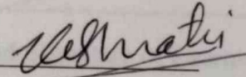
Signature of Project Guide

(Mr. Vikram Shrotri)



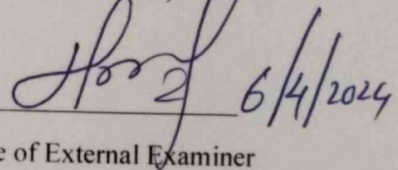
Signature of Principal

(Dr. Shantaj Deshbhratar)



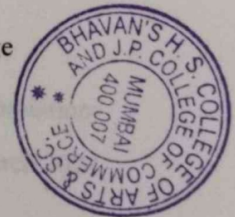
Signature of BMS Coordinator

(Mr. Vikram Shrotri)

 6/4/2024

Signature of External Examiner

Seal of the College



**CERTIFICATE**

**This is to certify that**

**Mr. AYUSH AMIT CHOKSHI**

**Seat no. 2148173**

**of Third Year B.M.S., Semester VI (2023-2024) has successfully completed the project**

**ONLINE TRADING IN SHARE MARKET**

**UNDER THE GUIDANCE OF**

**PROF. VIKRAM SHROTHRI.**

**PROF. VIKRAM SHROTRI**

**(COURSE COORDINATOR)**

*Vikram Shrotri*

**PROF. JIGNA DHARIA**

**(PROJECT COORDINATOR/INTERNAL EXAMINER)**

**PROF. (DR) SHANTAJ DESHBHRATAR**

**(PRINCIPAL)**

*Shantaj Deshbhratar*

6/4/2024

*Prof.*

**EXTERNAL EXAMINER**

**DATE OF SUBMISSION: 30<sup>TH</sup> OF MARCH 2024**



## CERTIFICATE

This is to certify that **Mr. SHUBHAM VISHNU SHEJWAL** has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in his project is entitled, "**CSR ACTIVITIES BY MAHINDRA & MAHINDRA**" under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University. It is her his own work and facts reported by his personal findings and investigations.

SIGNATURE OF PRINCIPAL  
(Dr. Shantaj M. Deshbhratar)

SIGNATURE OF PROJECT  
GUIDE/ Internal examiner

(PROF. Jigna Dharia)



COLLEGE SEAL

SIGNATURE OF CO-ORDINATOR  
(PROF. Vikram Shrotri)

SIGNATURE OF EXTERNAL EXAMINER

**CERTIFICATE**

This is to certify that Mr. ARYAN TAJANE has worked and duly completed his project work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing and his project is entitled A comparative marketing strategies of Sony TV & Lg TV.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

Signature of principal  
(Dr. Shantaj M. Deshbhratar)



College Seal

Signature of Project Guide  
( Prof. Jigna Dharia)

Signature of BMS Co-ordinator  
( Prof. Vikram Shrotri )

Signature of External Examiner

## CERTIFICATE

This is to certify that Mr. YASH SATISH WAGHMARE has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing Management and his Project is entitled, "CONSUMER BEHAVIOR TOWARDS PATANJALI PRODUCTS" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by her/his personal findings and investigations.

Date of submission- **30th march 2024** Place- **Mumbai**

SIGNATURE OF PRINCIPAL

(Dr. Shantaj M. Deshbhratar)



COLLEGE SEAL

SIGNATURE OF PROJECT GUIDE

(Prof. Jigna Dharia)

SIGNATURE OF BMS CO-ORDINATOR

(Prof. Vikram Shrotri)

SIGNATURE OF EXTERNAL EXAMINER



**CERTIFICATE**

This is to certify that Mr. Binay Yadav has worked and duly completed his project work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing and his project is entitled "The study of marketing strategy of Swiggy v/s Zomato" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

Signature of principal  
(Dr. Shantaj M. Deshbhratar)

Signature of Project Guide  
(Prof. Jigna Dharia)



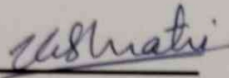
College Seal

Signature of BMS Co-ordinator  
(Prof. Vikram Shrotri)

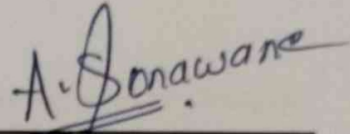
Signature of External Examiner

## CERTIFICATE

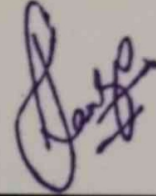
It is certified that this project on A study of Customer Satisfaction on Nykaa Brand has been prepared and submitted by **TEJASVINI NAVIN SAKRECJA, SEAT NO: 2148778** under my guidance during the academic year 2023-2024, which is being submitted in partial fulfilment of the requirement of the Project Work as part of Third Year Semester VI of the "Bachelor of Management Studies" by the University of Mumbai.



**Mr. Vikram Shrotri**  
Project Guide



External Examiner



**Prof.(Dr.) Shantaj Deshbhratar**

I/C Principal



Seal of the College

Date of Submission: 1/04/2024

Place: Mumbai



BHARTIYA VIDYA BHAVAN'S

HAZARIMAL SOMANI COLLEGE OF ARTS AND SCIENCE, SHRI MANUBHAI  
MANEKLAL SHETH COLLEGE OF ARTS AND SCIENCE,  
JAYARAMDAS PATEL COLLEGE OF COMMERCE AND MANAGEMENT STUDIES,  
K.M MUNSHI MARG, CHOWPATTY, MUMBAI-400007.

**Certificate**

This is to certify that Mr. MEET VIJAY PRAJAPATI has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing Management and his Project is entitled, "CONSUMER PERCEPTION TOWARDS OTT PLATFORMS" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by her/his personal findings and investigations.

Date of submission- 30<sup>th</sup> march 2024

Place- Mumbai

PROF. VIKRAM SHROTRI

( B.M.S. Co-ordinator)

PROF. VIKRAM SHROTRI

(Guiding Teacher)

(External Examiner)

PROF. VIKRAM SHROTRI

(Internal Examiner)

  
PROF.(Dr.) SHANTAJ DESHBHARTAR

(Principal incharge)



(College Seal)

DECLARATION

CERTIFICATE

This is to certify that the project report titled "**A STUDY OF CONSUMERS SATISFACTION ON BOOKMYSHOW**" submitted by UMANG ASHOKBHAI RATHOD student of Management Studies Programme in Bachelor of Management Studies in Marketing Specialization, under the faculty of commerce and management studies & under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

SIGNATURE OF PRINCIPAL (Incharge)  
(Dr. Shantaj M. Deshbhratar)

SIGNATURE OF PROJECT GUIDE  
(Prof. Vikram Shrotri)



Prof. Vikram Shrotri  
(Bms co-ordinator)

SIGNATURE OF  
EXTERNAL EXAMINER

Date of Submission:- 30 March 2024

Hazarimal Somani College of Arts and Science, Shri Manubhai Maneklal  
Sheth Junior College of Arts And Science and Jayaramdas Patel College of  
Commerce and Management Studies, Chowpatty, Mumbai 400007

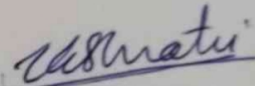
**CERTIFICATE**

This is to certify that Ms. **BHAVIKA RAJESH SAHU** has worked and duly completed her Project Work for the degree of Bachelor in Management Studies under the Faculty of Commerce in the subject of Project Work and her project is entitled, " **MARKETING STRATEGIES OF MYNTRA** " under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations



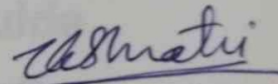
Signature of principal  
(Dr. Shantaj M Deshbhratar)



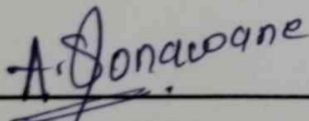
Signature of Project Guide  
(Prof. VIKRAM SHROTRI)



College Seal



Signature of BMS Co-ordinator  
(Prof. Vikram Shrotri)



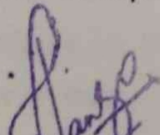
Signature of External Examiner

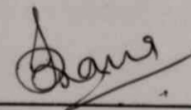
**Hazarimal Somani College of Arts and Science, Shri Manubhai Maneklal  
Sheth Junior College of Arts And Science and Jayaramdas Patel College of  
Commerce and Management Studies, Chowpatty, Mumbai 400007**

**CERTIFICATE**

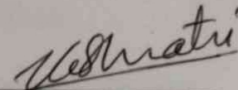
This is to certify that Ms. Priya Kyadari has worked and duly completed her Project Work for the degree of Bachelor in Management Studies under the Faculty of Commerce in the subject of Project Work and her project is entitled, "A Detailed Study on Marketing Analysis of Lenskart" under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

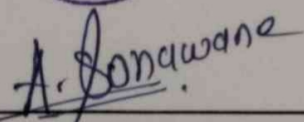
It is her own work and facts reported by her personal findings and investigations

  
\_\_\_\_\_  
Signature of principal  
(Dr. Shantaj M Deshbhratar)

  
\_\_\_\_\_  
Signature of Project Guide  
(Prof. Jigna Dharja)



  
\_\_\_\_\_  
Signature of BMS Co-ordinator  
(Prof. Vikram Shrotri)

  
\_\_\_\_\_  
Signature of External Examiner

**HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE  
SHRI MANUBHAI MANEKLAL SHETH JR. COLLEGE OF ARTS &  
SCIENCE AND JAYARAMDAS PATEL COLLEGE OF COMMERCE &  
MANAGEMENT STUDIES.**

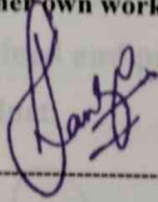
**KULAPATI K.M.MUNSHI MARG; MUMBAI 400007**

**CERTIFICATE**

This is to certify that, MR.RAJ GOTHANKAR, has worked and duly completed his/ her project work for the degree of bachelor of management studies under the faculty of commerce in the subject of Marketing her project entitled "GOKUL PRODUCT'S MARKET RESEARCH AND SALES DEVELOPMENT" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any university.

It is her own work and facts reported by her personal findings and investigations.

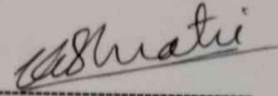


Signature of principal

DR. SHANTAJ M. DESHBHRATAR

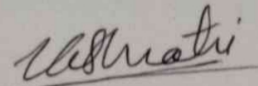


COLLEGE SEAL



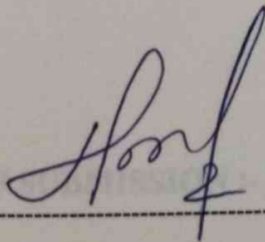
SIGNATURE OF PROJECT GUIDE

PROF :- VIKRAM SHROTRI



SIGNATURE OF BMS COOR DINATOR

PROF :- VIKRAM SHROTRI



6/21/2024

SIGNATURE OF EXTERNAL EXAMINER

BHARATIYA VIDYA BHAVAN'S  
HAZARIMAL SOMANI COLLEGE OF ARTS & SCI.

**Certificate**

This is to certify that Mr Shretej Prakash kamble has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Project Work and his project is entitled, "COMPARATIVE STUDY OF MATRIMONY SITES (SHAADI.COM VS JEEVANSATHI.COM)" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University. It is his own work and facts reported by her/his personal findings and investigations.

Signature of Principal( In-charge).  
Prof. Dr. Shantaj M. Deshbhratar.

Signature of BMS Co-ordinator  
Prof. Vikram Shrotri



Date of submission  
30<sup>th</sup> March 2024

Signature of Project guide  
Prof. Vikram Shrotri

Signature of External Examiner



ACKNOWLEDGEMENT

**CERTIFICATE**

This is to certify that Mr. KHAN MOHAMMAD FAIZ ANWAR AHMAD, Roll no. 2148466 of Third year B.M.S., Semester VI (2023- 2024) has **sucessfully completed the project** Marketing Stratergy Of One Plus & Its Effects On Consumers Of Mumbai **under the guidance of MRS. VIKRAM SHROTRI**

*Vikram Shrotri*

**PROF. VIKRAM SHROTRI**

**(Course Coordinator)**

*Shantaj M. Deshbhatar*

**PROF. (Dr.) SHANTAJ DESHBHRATAR**

**(Principal)**

*Vikram Shrotri*

**PROF. VIKRAM SHROTRI**

**(Project Coordinator/Internal Examiner)**



*Shantaj M. Deshbhatar*  
6/4/2024

**External Examiner**

HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE  
SHRI MANUBHAI MANEKLAL SHETH JR. COLLEGE OF ARTS &  
SCIENCE AND JAYARAMDAS PATEL COLLEGE OF COMMERCE &  
MANAGEMENT STUDIES.

KULAPATI K.M.MUNSHI MARG; MUMBAI 400007

CERTIFICATE

This is to certify that **MR. RAJ NAGRE, Roll no:-2148623**, has worked and duly completed his project work for the degree of bachelor of management studies under the faculty of commerce in the subject of Marketing her project entitled "**A COMPARATIVE STUDY OF APP BASED TAXI V/S METER BASED TAXI**" under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any university. It is her own work and facts reported by her personal findings and investigations.



Seal of the college

A handwritten signature in blue ink, appearing to be 'Raj Nagre'.

Signature of Principal

A handwritten signature in black ink, appearing to be 'R. Sheth'.

Name and signature of  
Guiding teacher:

A handwritten signature in black ink, appearing to be 'Raj Nagre', followed by the date '6/4/2024'.

Signature of External Examiner

Date of submission :- 30/03/2024

**CERTIFICATE**

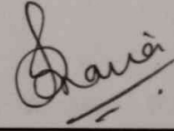
This is to certify that **MR.UPENDRA SHRIKANT CHIMBULKAR** of  
third year B.M.S., Semester VI (2023-24) has successfully completed the  
project report on

**“SERVICE MARKETING OF RORO”**

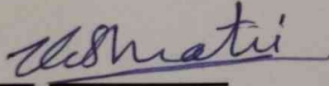
Under the guidance of **PROF. MRS JIGNA DHARIA**



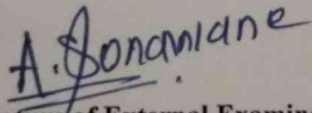
Signature of principal  
(Dr. Shantaj M Deshbhratar)



Signature of Project Guide  
(Prof. Jigna Dharia)



Signature of BMS Co-ordinator  
(Prof. Vikram Shrotri)



Signature of External Examiner



College seal

**CERTIFICATE**

This is to certify that **MS. PRAPTI BABAJI CHINDARKAR**, of Third Year  
B.M.S., Semester VI (2023-2024) has successfully completed the project report on  
**“TOURISM MARKETING OF MAHARASHTRA STATE (KOKAN REGION)”**

Under the guidance of **PROF. VIKRAM SHROTRI**.

Vikram Shroti

**Prof. Vikram Shroti**  
**(Course Co-ordinator)**

Shantaj M. Deshbhatar

**Prof. (Dr.) Shantaj M. Deshbhatar**  
**(Principal In-charge)**

Vikram Shroti

**Prof. Vikram Shroti**  
**(Project Guide/ Internal Examiner)**

Shobha

6/4/2024

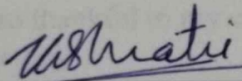
**External Examiner**

**Date: 30<sup>th</sup> March 2024**



## CERTIFICATE

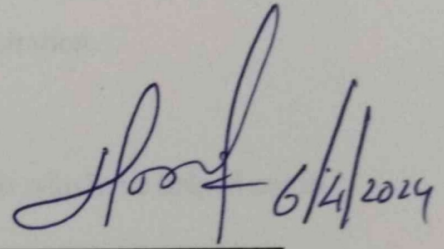
It is certified that this project on A Study of Pre-sales activity in Construction company (SPENTA DEVELOPER) has been prepared and submitted by\_ **SHRUTI VIJAY MANKUMBRE, SEAT NUMBER: 2148916** under my guidance during the academic year 2023-2024, which is being submitted in partial fulfillment of the requirement of the Project Work as part of Third Year Semester VI of the “Bachelor of Management Studies” by the University of Mumbai.



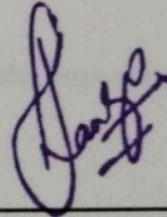
**Mr. Vikram Shrotri**  
Project Guide



Seal of the college



External Examiner



**Prof.(Dr.) Shantaj Deshbhratar**  
I/C Principal

Date of Submission:

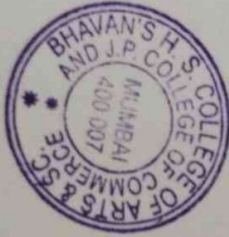
30/03/2024

Place: Mumbai

## Certificate

This is to certify that **MR. Bhushan Santosh Chawan** has worked and duly completed her Project Work for the degree of Bachelor in Commerce (Management Studies) under The Faculty of Commerce in the subject of Project Work and her project is entitled, "ADDIDAS COMPANY" under my supervision. I further certify that The entire work has been done by the learner under my guidance and that no part of it Has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her/his personal findings and investigations.



Seal of the College

Name and Signature of Guiding Teacher

Mr. Vikram shotri

Date of submission: 30<sup>th</sup> March, 2024

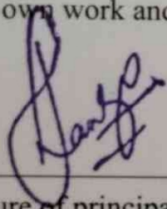
- Prof[Dr] Shantaj Deshbhratar

**BHARTIYA VIDYA BHAVAN'S  
HAZARIMAL SOMANI COLLEGE OF ART & SCIENCE  
SHRI MANUBHAI MANEKLAL SHETH JR.  
COLLEGE OF ARTS AND SCIENCE AND  
JAYARAMDAS PATEL COLLEGE OF COMMERCE AND  
MANAGEMENT STUDIES  
KULAPATI K.M. MUNSHI MARG,  
MUMBAI – 400007**

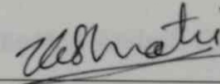
**CERTIFICATE**

This is to certify that Ms. Aanchal Aadesh Chaurasia has worked and duly completed her Project Work for the degree of Bachelor in Management Studies under the Faculty of Commerce in the subject of Project Work and her project is entitled, "A Study On Challenges In Acceptance Of EVs By Customer In India" under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.



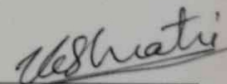
Signature of principal  
(Dr. Shantaj M Deshbhratar)



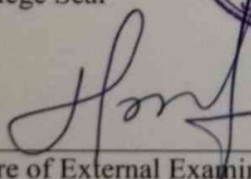
Signature of Project Guide  
(Prof. Vikram Shrotri)



College Seal



Signature of BMS Co-ordinator  
(Prof. Vikram Shrotri)



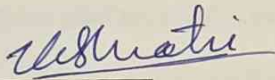
Signature of External Examiner

**CERTIFICATE**

This is to certify that **Ms. Nisha Nathuram Abgul** of third Year BMS, Semester VI (2023 - 2024) has successfully completed the project report on **A Study Of Jio's Marketing Strategy**, Under the Guidance of **Prof. Vikram Shrotri**

Date: - \_\_\_\_\_

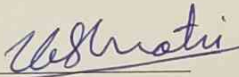
Place: - Mumbai



Prof. Vikram Shrotri  
(Course Co-ordinator)



Prof. (Dr.) Shantaj .M. Deshbhratar  
Principal (In-Charge)



Prof. Vikram Shrotri  
(Project Guide/Internal Examiner)



External Examiner

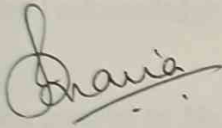


ACKNOWLEDGEMENT

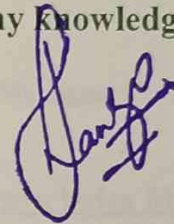
## CERTIFICATE

This is to certify that Mr. ADITYA SALUNKE of T.Y.BMS has successfully completed the project on “McDONALD’S” under the guidance of PROF.MS JIGNA DHARIA

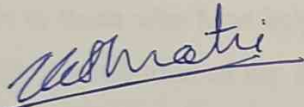
The information submitted is true and original to the best of my knowledge



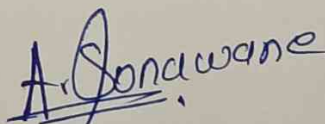
Project Guide  
Prof.Jigna Dharia



Principal Incharge  
Dr. Shantaj M. Deshbhratar



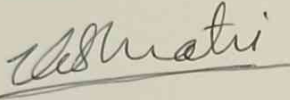
Course Co-ordinator  
Vikram Shrotri



External Examiner

**CERTIFICATE**

This is to certify that Mr. CHIRAG SHARAD SALUNKHE, Roll no 53032 of Third Year B.M.S., Semester VI (2023-2024) has successfully completed the project CONSUMER PERCEPTION OF E-COMMERCE AND M-COMMERCE under the guidance of MRS. JIGNA DHARIA.



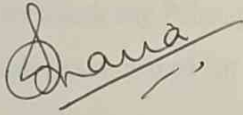
**PROF. VIKRAM SHROTRI**

(Course Coordinator)



**PROF. (Dr.) SHANTAJ DESHBHRATAR**

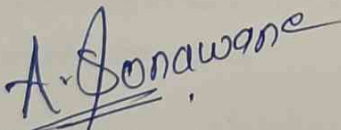
(Principal)



**PROF. JIGNA DHARIA**

(Project Coordinator/Internal Examiner)





**External Examiner**

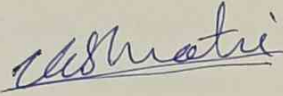
## *Certificate*

This is to certify that M/s. DIKSHITA DILIP SALVI has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing Management and his Project is entitled, **“CONSUMER BEHAVIOUR AND MARKETING STRATEGIES OF BOAT COMPANY LIFESTYLE”** under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by her/his personal findings and investigations.

Date of submission- **30<sup>th</sup> march 2024**      Place- **Mumbai**



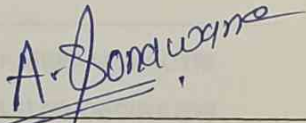
PROF. VIKRAM SHROTRI

( B.M.S) CO-ORDINATOR



PROF. JIGNA DHARIA

(Guiding Teacher)



(External Examiner)



PROF. JIGNA DHARIA

(Internal Examiner)



PROF.(Dr.) SHANTAJ DESHBHARTAR

(Principal incharge)



(College Seal)

**CERTIFICATE**

This is to certify that **Mr. SHAIKH USAMA IRFAN, Roll no 53034** of Third Year B.M.S. Semester VI (2023-2024) has successfully completed the project "**A STUDY ON TATA MOTORS**" under the guidance of **Prof. JIGNA DHARIA.**



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**PROF. (Dr.) SHANTAJ M. DESHBHARATAR**

**(Principal)**



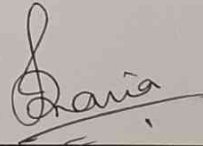
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**COLLEGE SEAL**

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**PROF. VIKRAM SHROTRI**

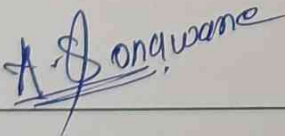
**(Course Coordinator)**



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**PROF. JIGNA DHARIA**

**(Project Guider)**



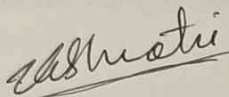
---

**External Examiner**

**Date of Submission 30th of March 2024**

**CERTIFICATE**

This is to certify that **MS. SHARYALI SHIRISH CHIKHALKAR**, Roll no 2148168 of Third Year B.M.S., Semester VI ( 2023 -2024) has successfully completed the project **on BLINKIT VS ZEPTO** under the guidance of **MR. VIKRAM SHROTRI**.



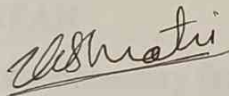
**PROF . VIKRAM SHROTRI**

**( Course Coordinator)**



**PROF. (DR.SHANTAJ DESHBHRATJ**

**(Principal)**



**PROF . VIKRAM SHROTRI**

**( Project Coordinator/ Internal Examiner)**



External Examiner

## CERTIFICATE

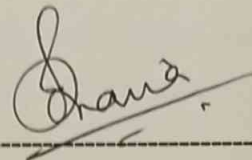
I, Mr. Kedar Dashrath Wangde student of Bhartiya Vidya Bhavan's Hazarimal Somani College Chowpatty, Semester VI hereby declare that I have completed the project on "MARKETING STRATEGIES OF HALDIRAM" during the Academic Year 2023-2024 and submitting the same in partial fulfilment of the requirement of the degree of BACHELOR IN MANAGEMENT STUDIES (BMS) of University Of Mumbai.

The information submitted is true and original to the best of my knowledge. I further declare that this project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other University / Institution.



-----  
Signature of principal

DR. SHANTAJ M. DESHBHRATAR

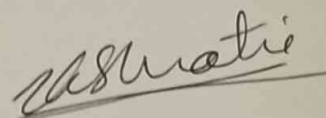


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SIGNATURE OF PROJECT GUIDE

PROF:- JIGNA DHARIA

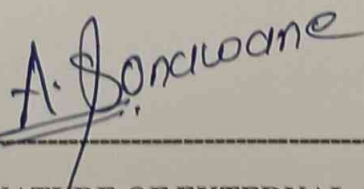


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COLLEGE SEAL



-----  
SIGNATURE OF BMS CO-ORDINATOR

PROF :- VIKRAM SHROTRI



-----  
SIGNATURE OF EXTERNAL EXAMINER

# CERTIFICATE

This is to certify that

Mr. PRIYANSGU JAISWAL of Bachelor in Management Studies  
Semester VI has undertaken & completed the project work titled  
“A STUDY ON MARKETING STRATEGY OF THE RED BULL”

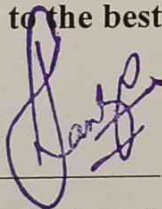
during the academic year 2023-2024

under the guidance of Mr. VIKRAM SHROTRI

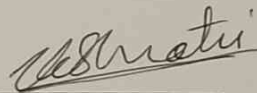
submitted on 30<sup>th</sup> March 2024 to this college in

fulfilment of the curriculum of Bachelor in Management Studies University  
of Mumbai.

This is a Bonafede project work & the information presented is True  
& original to the best of our knowledge and belief.



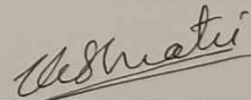
Signature of Principal  
(Dr. Shantaj M. Deshbhratar)



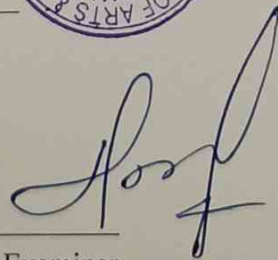
Signature of Project Guide  
(Prof. Vikram Shrotri)



College Seal



Signature of BMS Co-Ordinator  
(Prof. Vikram Shrotri)

6/4/2024 

Signature of External Examiner

CERTIFICATE This is to certify that Master SHUBHAM VIKAS PARAB, of Third Year  
B.M.S., Semester VI (2023-2024) has successfully completed the project report on

**"CONSUMERS BEHAVIOUR ON GYM"**

Under the guidance of PROF. VIKRAM SHROTRI

Date: 30th MARCH 2024

Place: Mumbai

*Vikram Shrotri*

Prof. Vikram Shrotri (Course Co-ordinator)

*Shantaj M. Deshbhatar*

Prof. (Dr.) Shantaj M. Deshbhatar

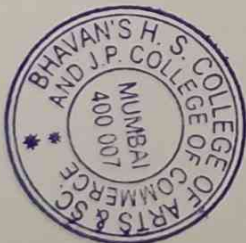
Principal (In-Charge)

*Vikram Shrotri*

Prof. Vikram Shrotri (Project Guide/ Internal Examiner)

*A. Sonawane*

External Examiner





# CERTIFICATE

This is to certify that Miss. ITISHA AMOL PENKAR, of Third Year  
B.M.S., Semester VI (2023-2024) has successfully completed the project report on  
**“STUDY OF PRODUCTS AND MARKETING STRATEGIES OF AMUL”**

Under the guidance of PROF. VIKRAM SHROTRI

Date: 30<sup>th</sup> MARCH

Place: Mumbai

*Vikram Shrotri*

Prof. Vikram Shrotri  
(Course Co-ordinator)

*Shantaj M. Deshbhatar*

Prof. (Dr.) Shantaj M. Deshbhatar  
Principal (In-Charge)

*Vikram Shrotri*

Prof. Vikram Shrotri  
(Project Guide/ Internal Examiner)

*A. Sonawane*

External Examiner



## CERTIFICATE

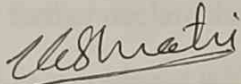
This is to certify that Miss. SIMRAN RAMDAS PENTA, of Third Year B.M.S., Semester VI (2023-2024) has successfully completed the project report on

“FASTEST GROWING SPORTS BRAND PUMA ”

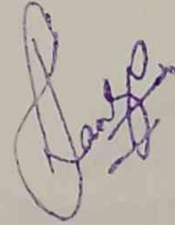
Under the guidance of PROF.VIKRAM SHROTRI

Date: 30th MARCH 2024

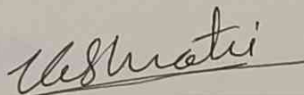
Place: Mumbai



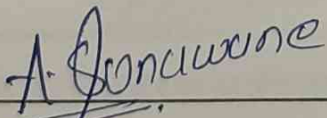
Prof. Vikram Shrotri  
(Course Co-ordinator)



Prof. (Dr.) Shantaj M. Deshbhatar  
Principal (In-Charge)



Prof. Vikram Shrotri  
(Project Guide/ Internal Examiner)



External Examiner



**HAZARIMAL SOMANI OF MANAGEMENT STUDIES  
GIRGAON CHOWPATTY, MUMBAI 400007**

**CERTIFICATE**

This is to certify **SATYAM GUPTA** has worked and duly Completed his  
Project Work for the degree of Bachelor of Commerce (BMS) Studies under the  
Faculty of Commerce in the subject of and his project is entitled

**“A STUDY ON A ROLE OF ADVERTISEMENT IN  
MARKETING”** Under my supervision

I further certify that the entire work has been done by the learner under my guidance  
and that no part of it has been submitted previously for any Degree or Diploma of  
any University.

It is her/ his own work and facts reported by her/his personal findings and  
investigations.



*Vikram Shotri*

**PROFESSOR - VIKRAM SHOTRI**

Date of submission: 30<sup>TH</sup> OF MARCH 2024

*Vikram Shotri*  
**Project Guide**

**Coordinator**

*[Signature]*

**Principal**

*[Signature]*

**External Examiner**

6/4/2024

**BHARTIYA VIDYA BHAVAN'S  
HAZARIMAL SOMANI COLLEGE OF ART & SCIENCE  
SHRI MANUBHAI MANEKLAL SHETH JR.  
COLLEGE OF ARTS AND SCIENCE AND  
JAYARAMDAS PATEL COLLEGE OF COMMERCE AND  
MANAGEMENT STUDIES  
KULAPATI K.M. MUNSHI MARG,  
MUMBAI – 400007**

**CERTIFICATE**

This is to certify that MS. SAKSHI VIJAY JADHAV has worked and duly completed her Project Work for the degree of Bachelor in Commerce (Management Studies) under the Faculty of Commerce in the subject of Project Work and her project is entitled, "E-COMMERCE – A CASE STUDY ON MEESHO" under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her/his personal findings and investigations.

|  |  |  |
|--|--|--|
| <b>INTERNAL EXAMINER<br/>PROF. VIKRAM SHROTRI</b><br><i>Vikram Shrotri</i> |  | <b>EXTERNAL EXAMINER</b><br><i>[Signature]</i><br>6/4/2024 |
| <b>PROF.(DR.) SHANTAJ DESHBHRATAR<br/>PRINCIPAL</b>                        |  | <i>[Signature]</i>   |



Hazarimal Somani College of Arts and Science, Shri Manubhai  
Maneklal Sheth Junior College of Arts and Science and Jayaramdas  
Patel College of Commerce and Management Studies, Chowpatty,  
Mumbai 400007

*Certificate*

This is to certify that Mr DEVARSH NAIK has worked and duly completed her/his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Project Work and her/his project is entitled, "STUDY On MARKETING STRATEGY OF LIC VS PRIVATE INSURANCE COMPANIES In India " under my supervision.

STUDY on MARKETING STRATEGY OF LIC VS PRIVATE INSURANCE COMPANIES in INDIA

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her/ his own work and facts reported by her/his personal findings and investigations.



Seal of the College

A handwritten signature in blue ink, appearing to be "J. S. Patil".

Signature of Principal

A handwritten signature in blue ink, appearing to be "Ushmati".

Name and Signature of  
Guiding Teacher

A handwritten signature in blue ink, appearing to be "H. S. Patil", followed by the date "6/4/2024".

Signature of External Examiner

Date of submission: 30<sup>th</sup> Of March 2024

**Hazarimal Somani College OF Arts & Science Shri Manubhai  
Maneklal Sheth Jr.College Of Arts & Science And Jayaramdas  
Patel College Of Commerce & Management Studies, Chowpatty,  
Mumbai 400007**

*Certificate*

This is to certify that MR. Sudhanshu Pandey, Roll no:- 2148667, has worked and duly completed his Project work for the degree of bachelor of management studies under the faculty of commerce in the subject of Marketing her project entitled "A Study on Investors perception towards marketing of mutual fund with reference to Mumbai" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any university.

It is her own work and facts reported by her personal findings and investigations.



*Seal of the College*

*Ushmati*

Name and signature of  
Guiding teacher:

*[Signature]*

Signature Of Principal

*[Signature]* 6/4/2024

Signature Of External Examiner

Date of submission: 30<sup>th</sup> March 2024

**HAZARIMAL SOMANI COLLEGE OF ARTS & SCIENCE  
SHRI MANUBHAI MANEKLAL SHETH JR.COLLEGE OF ARTS &  
SCIENCE AND JAYARAMDAS PATEL COLLEGE OF COMMERCE &  
MANAGEMENT STUDIES.  
KULAPATI K.M.MUNSHI MARG; MUMBAI 400007**

**CERTIFICATE**

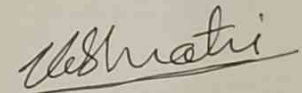
This is to certify that **Ms. Apurva Adsul**, **seat no: 2148092**, has worked and duly completed her project work for the degree of bachelor of management studies under the faculty of commerce in the subject of Marketing her project entitled "**A Study on Customer Satisfaction and Marketing Strategies of Branding of sugar cosmetics**" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any university. It is her own work and facts reported by her personal findings and investigations.

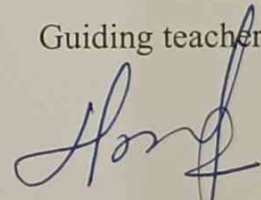
Seal of the College:



Signature of principal:



Name and signature of  
Guiding teacher:



Signature of External Examiner:

6/4/2024

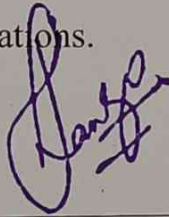
Date of submission:

## CERTIFICATE

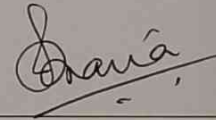
This Is To Certify That **Mr. RISHI BENI THAKUR** Has Worked And Duly Completed His Project Work For The Degree Of Bachelor Of Management Studies Under The Faculty Of Commerce In The His Project Is Entitled, **“A COMPARATIVE STUDY BETWEEN FLIPKART AND AMAZON INDIA”** Under My Supervision.

I Further Certify That The Entire Work Has Been Done By The Learner Under My Guidance And That No Part Of It Has Been Submitted Previously For Any Degree Or Diploma Of Any University.

It Is His Own Work And Facts Reported By His Personal Findings And Investigations.



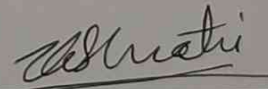
Signature Of Principal  
(Dr. Shantaj M. Deshbhratar)



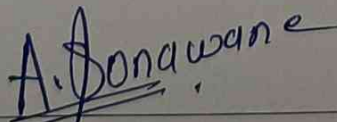
Signature Of Project  
Guide/Internal Examiner  
(Prof. Jigna Dharia)



College Seal



Signature Of Co-Ordinator  
(Prof. Vikram Shrotri)



Signature Of External Examiner



## CERTIFICATE

This is to certify that Mr. Sushil Sunil Surve has worked and duly completed his project work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing and his project is entitled "The study of marketing strategy of LG (AC)" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.



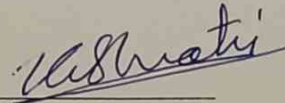
Signature of principal  
(Dr. Shantaj M. Deshbhatar)



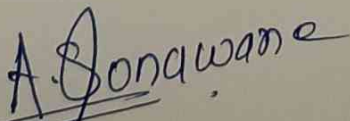
Signature of Project Guide  
(Prof. Jigna Dharia)



College Seal



Signature of BMS Co-ordinator  
(Prof. Vikram Shrotri)



Signature of External Examiner

## CERTIFICATE

This is to certify that KAUSHLESH LAVLESH PANDEY, seat no Of Third year B.M.S Semester VI (2023-2024) has successfully completed the project MARKETING STRATEGY OF DELL TECHNOLOGIES under the guidance of MRS. JIGNA DHARIA

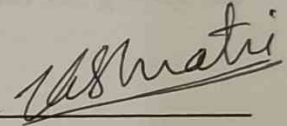


\_\_\_\_\_  
PROF.(DR.) SHANATAJ DESHBHRATAR

(Principal)

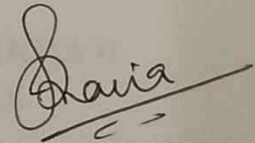


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COLLEGE SEAL



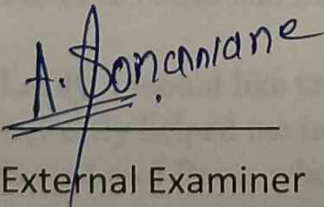
\_\_\_\_\_  
PROF.VIKRAM SHROTRI

(Course Coordinator)



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PROF.JIGNA DHARIA

(Project Guide)



\_\_\_\_\_  
External Examiner

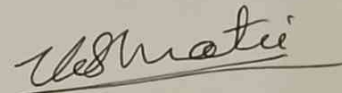
Date of Submission - 30<sup>th</sup> March 2024

## CERTIFICATE

This is to certify that Mr. NUR MOHAMMAD RAIN, Roll no 53044 of Third Year B.M.S. Semester VI (2023-2024) has successfully completed the project "A STUDY ON CONSUMER BEHAVIOUR OF RELIANCE JIO" under the guidance of MRS. JIGNA DHARIA.



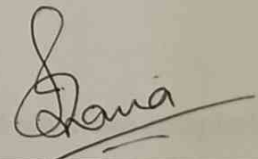
PROF. (Dr.) SHANTAJ M. DESHBHARATAR  
(Principal)



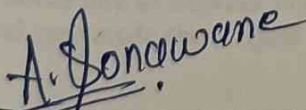
PROF. VIKRAM SHROTRI  
(Course Coordinator)



COLLEGE SEAL



PROF. JIGNA DHARIA  
(Project Guide)



External Examiner

Date of Submission 30<sup>th</sup> Of March 2024

**BHARTIYA VIDYA BHAVAN'S  
HAZARIMAL SOMANI COLLEGE OF ART & SCIENCE  
SHRI MANUBHAI MANEKLAL SHETH JR.  
COLLEGE OF ARTS AND SCIENCE AND  
JAYARAMDAS PATEL COLLEGE OF COMMERCE AND  
MANAGEMENT STUDIES  
KULAPATI K.M. MUNSHI MARG,  
MUMBAI – 400007**

**CERTIFICATE**

This is to certify that Ms. Prasadhi Jagdish Patil has worked and duly completed her Project Work for the degree of Bachelor in Management Studies under the Faculty of Commerce in the subject of Project Work and her project is entitled, "Advertising Strategies of Mamaearth" under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.

Signature of principal  
(Dr. Shantaj M Deshbhratar)

Signature of Project Guide  
(Prof. Jigna Dharia)

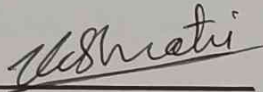


Signature of BMS Co-ordinator  
(Prof. Vikram Shrotri)

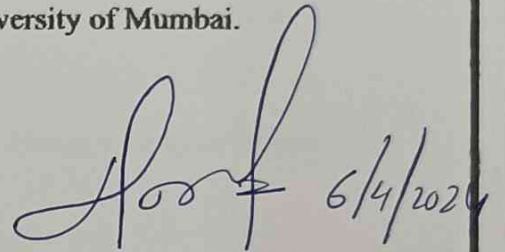
Signature of External Examiner

## CERTIFICATE

It is certified that this project on A study on Consumer Perception towards the product by Cadbury Company has been prepared and submitted by **REEYA DEEPAK PADAYA**, SEAT NO: 2148741 under my guidance during the academic year 2023-2024, which is being submitted in partial fulfilment of the requirement of the Project Work as part of Third Year Semester VI of the "Bachelor of Management Studies" by the University of Mumbai.



**Mr. Vikram Shrotri**  
Project Guide



External Examiner



**Prof.(Dr.) Shantaj Deshbhratar**

I/C Principal



Date of Submission: 1/04/2024

Place: Mumbai