



STUDENTS' PROFILE

MARKETING



Amarnath Sakhare

24
 B.C.S.
 Summer Project Organization Name:
 Orient Cement
 Summer Project Title:
 A comparative analysis between orient cement
 & other companies in Nashik District.

Akshaykumar Tayade

22
 B.B.M. (e-Com)
 Summer Project Organization Name:
 Hindustan Coca Cola beverages Ltd.
 Summer Project Title:
 Preference mapping of coca cola
 through comparative analysis in Nashik



Amol Padvi

24
 B.Sc (Microbiology)
 Summer Project Organization Name:
 Religare securities Ltd.
 Summer Project Title:
 To study on investment preferences of
 the given target group for Religare.

Nilesh Sonawane

23
 B.Sc. (Agriculture)
 Summer Project Organization Name:
 Hindustan Insecticides Ltd.
 Summer Project Title:
 Marketing mix of
 Hindustan Insecticides limited



Aniruddha Mahakulkar

22
 B. Com. (Computer Application)
 Summer Project Organization Name:
 Facor Steel Ltd.
 Summer Project Title:
 A study of marketing practices
 at Facor Steel Nagpur.

Manish Shirbhaye

22
 B.B.A. (Marketing)
 Summer Project Organization Name:
 Mahindra Tractor
 Summer Project Title:
 To Study the consumer satisfaction
 with reference to Yuvraj 215
 in Amravati for Mahindra Tractor.





Mahesh Gade

22
B.Sc (Computer Science)
Summer Project Organization Name:
Edelweiss Financial Advisor.
Summer Project Title:
A study of market potential
of Edelweiss Financial Advisor.



Tanvi Pimpley

22
B.A. (Economics)
Summer Project Organization Name:
Reliance retail
Summer Project Title:
Brand activation and promotion
strategies for upcoming Reliance mall.



Pravin Kothe

23
B.Sc. (Biotechnology)
Summer Project Organization Name:
Kanad Lab's
Summer Project Title:
Market research and initial marketing strategy to
start a new Pharmaceutical segment
(Cardio-diabetology) in Nagpur

Darpan Singh

22
BBA (Marketing)
Summer Project Organization Name:
Next Retail
Summer Project Title:
Analyzing Consumer behavior
and measuring Consumer
Satisfaction with respect to Next Retail



Swami Khandge

22
B.Sc (Hospitality)
Summer Project Organization Name:
Shri Mahila Griha Udyog .
Summer Project Title:
Distribution Effectiveness of Lijjat Papad



Dhananjay Purohit

22
B.B.A.(Finance)
Summer Project Organization Name:
Sharda Motors Ltd.
Summer Project Title:
A study of Customer Relationship
Management at Sharda Motors





Anup Pahade

23
 B.E. (E&TC)
 Summer Project Organization Name: .
 Rishabh Instruments Pvt Ltd
 Summer Project Title:
 Identifying and analysing business
 potential in international market.

Arjun Ghotekar

22
 B.Sc (Botany)
 Summer Project Organization Name:
 Sula Vineyard
 Summer Project Title:
 Marketing Strategies, Consumer Satisfaction
 and positioning of Sula Wines



Shrirang Kothawade

22
 B. Pharm.
 Summer Project Organization Name:
 Hindustan Coca-Cola Beverages Pvt.Ltd.
 Summer Project Title:
 Study of Brand Preference between Coke &
 Pepsi amongst youth of Nashik City

Sujit Bankar

22
 B.Sc (Agriculture)
 Summer Project Organization Name:
 Poorva chemicals Pvt Ltd.
 Summer Project Title:
 Factors influencing consumer behavior
 for Poorva chemical products



Piyush Chordiya

23
 B. Pharm.
 Summer Project Organization Name:
 BLISS infusion & surgical Pvt Ltd.
 Summer Project Title:
 A study on competitors activity analysis &
 market survey for BLISS infusion & surgical Pvt Ltd.

Sandeep Patil

22
 B.E. (Computer)
 Summer Project Organization Name:
 Application Nexus Webservices Pvt. Ltd.
 Summer Project Title:
 To analyze the effect of SEO & CRM on the
 sales of Application Nexus Pvt Ltd.





Abhijeet Patil

21
B.B.A. (Marketing)
Summer Project Organization Name:
Hindustan Coca-cola Beverages Pvt.Ltd.
Summer Project Title:
Vertical Business Expansion of
Hindustan Coca Cola Beverages
Pvt Ltd in Nashik City.



Pranav Kadepurkar

22
B.Sc (Chemistry)
Summer Project Organization Name:
Intellect Life Sciences
Summer Project Title:
To analyse the market size and prescriber
base of Pantoprazole and Pantoprazole
plus Domperidone in Nashik market.



Sushant Poojary

23
B.Sc (Chemistry)
Summer Project Organization Name:
APW President System Ltd. (Schneider Electric)
Summer Project Title:
A Study on B2B Marketing Strategies at
APW President System Ltd. (Schneider Electric)

Maninder Singh Bachher

22
B.M.S. (Marketing)
Summer Project Organization Name:
Bates Advertising.
Summer Project Title:
A study of consumer perception towards
TV advertisement.



Prashant Baheti

22
B.Com.
Summer Project Organization Name:
Sushant Chemical.
Summer Project Title:
A study on effectiveness and awareness
of the promotional offers at
Sushant Chemical in Nashik



Anil Kinge

25
B.Sc
Summer Project Organization Name:
Hindustan Coca-cola Beverages Pvt. Ltd.
Summer Project Title:
Critical analysis on distribution channel of
Hindustan Coca-Cola Beverages Pvt. Ltd.





Yogesh Pawar

23
B.Sc (Chemistry)
Summer Project Organization Name:
Hindustan Coca Cola Beverages Pvt. Ltd.
Summer Project Title:
A study on future expectations of
customers as well as retailers from Coca Cola

Husain Telwala

22
B.B.A.
Summer Project Organization Name:
Edelweiss Financial Advisory services.
Summer Project Title:
Consumer Behaviour Analysis with
reference to Demat Account offered by
Edelweiss Financial Advisory.



Pushpak Chumble

22
B.B.A.
Summer Project Organization Name:
Idea Cellular Pvt Ltd.
Summer Project Title:
Consumer Satisfaction Analysis for
Idea Prepaid Customer in Nashik

Azhar Shaikh

22
B. Com. (Computer Application)
Summer Project Organization Name:
Ujjwal auto wheels Pvt Ltd.(Ujjwal Hyundai)
Summer Project Title:
Customer satisfaction of Hyundai cars with
special reference to Ujjwal Hyundai, Nashik



Ashish Gharat

25
B.E. (Electrical)
Summer Project Organization Name:
Sharekhan Ltd.
Summer Project Title:
A Critical Study of Dormant Trading
Accounts at Sharekhan Ltd in Nashik.

Suraj Dhawan

24
B.Com.
Summer Project Organization Name:
Hindustan Coca Cola Pvt Ltd.
Summer Project Title:
Analysis of Horizontal Expansion Strategy of
Hindustan Coca Cola Pvt Ltd.





Neetu Vijayan

22
B.Sc (Computer Science)
Summer Project Organization Name:
NJ India Invest Pvt Ltd.
Summer Project Title:
Preference analysis among mutual fund
advisors while choosing a mutual fund distributor



Priya Singh

22
B.Com.
Summer Project Organization Name:
NJ India Invest Pvt Ltd.
Summer Project Title:
A study on the position of Mutual fund
Business and NJ India Invest In Nasik



Nikhil Jain

22
B.Com
Summer Project Organization Name:
Hindustan Coca-Cola Beverages Pvt Ltd.
Summer Project Title:
To Assess Market Share of Soft drinks
at Mumbai Naka in Nashik City.

Reagan Fernandes

24
B.B.A.
Summer Project Organization Name:
Tata Docomo
Summer Project Title:
A study on comparative analysis of
telecom and 3G service providers in
Nasik w.r.t to Tata Docomo.



Jaya Priya

23
B.B.A.
Summer Project Organization Name:
Next Retail
Summer Project Title:
An Analytical Study of Consumer Preferences and
expectations of Customer for Colour Televisions
with reference to Next Retail in Nashik



Bapu Kumawat

24
B.Pharm.
Summer Project Organization Name:
Intellect Life Sciences
Summer Project Title:
To analyze Market size and prescriber base of
seritiopeptidase plus diclofenac
Potassium in Nashik





Piyush Ubale

23
B.H.M.C.T
Summer Project Organization Name:
NJ India Invest Pvt Ltd
Summer Project Title:
Awareness analysis of mutual
fund among Insurance advisors

Mohanish Wagh

26
BBA (Marketing)
Summer Project Organization Name:
Guruji World Technologies Pvt Ltd
Summer Project Title:
To assess Market potential of
E-learning products in Pune city for
Guruji World Technologies Pvt Ltd.



Sankalp Vaishnav

25
B. Com
Summer Project Organization Name:
Max New York life insurance
Summer Project Title:
Brand awareness of Insurance products
for Max New York life insurance.

Pawan Sonawane

24
B.E. (Computer)
Summer Project Organization Name:
LIC
Summer Project Title:
A study of factors influencing
Consumer decision with respect to
Insurance products of LIC



Abhinav Singh

25
B.Sc. (Computer Science)
Summer Project Organization Name:
Edelweiss Financial Advisory.
Summer Project Title:
Factors affecting Consumer preferences of
services offered by Edelweiss
Financial Advisory.

Pinakin Odhekar

22
B.Com (Computer Application)
Summer Project Organization Name:
SBI Life company Ltd
Summer Project Title:
CRM-An effective tool for customer retention





Ritesh More

24
BHMCT
Summer Project Organization Name:
VITS Kamat Hotel.
Summer Project Title:
Current Status & market Potential of Tour Packages
in Nashik City with Reference to VITS Kamat Hotels.



Kumar Bhargava

24
B.A
Summer Project Organization Name:
Mediray Healthcare(P) Ltd.
Summer Project Title:
Demand Analysis of X-Ray and Medical
Equipments in International and domestic Market



Swapnil Khivansara

25
M.Com
Summer Project Organization Name:
Brand Promotion
Summer Project Title:
Outdoor advertising in India.



Mohd Suhel

25
BBA
Summer Project Organization Name:
Reliance Communications
Summer Project Title:
Market Comparison of Reliance GSM in
Lucknow Telecom Industry

Rasila Bhat

21
BATTM
Summer Project Organization Name:
Cox and Kings
Summer Project Title:
A study of market potential for
domestic and International tourism
w.r.t Cox and Kings in Nasik city



Pawan Shinde

25
B.Sc.
Summer Project Organization Name:
Divya Marathi
Summer Project Title:
To know consumers preference towards
Divya Marathi in Aurangabad region



Devendra Dhiware

24
B.Pharm.
Summer Project Organization Name:
Hindustan Coca-Cola Beverages Pvt. Ltd.
Summer Project Title:
To Study the effectiveness and awareness of
promotion offers of Coca-Cola.



“Good Management is the art of making problems so interesting
and their solutions so constructive that everyone wants
to get to work and deal with them.”

- Paul Hawken