

Project Report on

**"A STUDY ON BRAND AWARENESS STRATEGIES OF BAJAJ FINSERV 'S EMI  
CARD."**

Submitted by

**ABHILASH SHETTY**

**4AL17MBA02**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

*In partial fulfillment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**INTERNAL GUIDE**

Prof. Reema Frank

Assistant professor

AIET, Mijar

**EXTERNAL GUIDE**

Mr. Sathish

Manager

Bajaj Finserv, Mangalore



**Department of MBA**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D. K -574225**

**APRIL 2019**

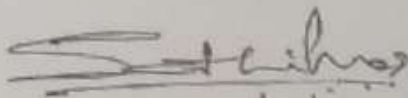
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TO WHOM SO EVER IT MAY CONCERN

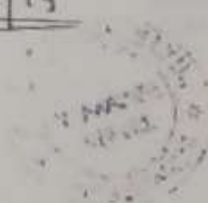
This is to certify that MR. ABHILASH SHETTY, MBA student from Alva's Institute of Engineering and Technology, Mijar, Moodabidri, Bearing USN 4AL17MBA02 has undergone the Project Work on "A Study on Brand Awareness Strategies of Bajaj Finserv's EMI Card", in our Organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

During the tenure we found her to be Sincere, Hardworking and Efficient with good conduct and aptitude to gain knowledge.

We wish him all the success in future career.



22/02/19



**Bajaj Finance Limited**

Branch Office: 4th Floor, Raj Towers, Balmeta Road, Opp. Hotel Ranga,  
Mangalore - 575 001  
Registered Office: Mumbai - Pune Road, Akurdi, Pune - 411 035, Maharashtra, India  
Corporate Office: 4th Floor, Bajaj Finserv Corporate Office, Off Pune-Ahmednagar Road,  
Viman Nagar, Pune 411014, Tel No. 020-30405040 Tax No. 020-30405030

Corporate ID No.:  
L65910MH1987PLC042961

[www.bajajfinserv.in](http://www.bajajfinserv.in)





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (AEF)

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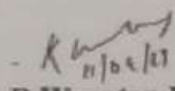
Date: 11<sup>th</sup> April 2019


### Certificate

This is to certify that Mr. ABHILASH SHETTY bearing USN 4AL17MBA02 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON BRAND AWARENESS STRATEGIES OF BAJAJ FINSERV'S EMI CARD, MANGALORE" is prepared by him under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Prof. Reema Frank  
Internal Guide

  
Dr. R. Wranton Perez  
HOD, MBA

  
Dr. Peter Fernandes  
Principal

Alva's Institute of Engg. & Technology  
Mijar, Moodbidri - 574 225, D.K.

## Executive summary

The project titled "Brand awareness strategies of Bajaj Finserv EMI card in Mangalore city.

This research is based on the primary as well as secondary data, however primary data collection was more given importance. Research has been done by primary data collection, and primary data has been collected by interacting with sales executives and sales managers , and it was constructed in a manner of getting maximum information from the sales executive . Secondary data has been collected from the company annual report and database.

The study was conducted based on questionnaires to collect the necessary data: question were asked and necessary information was filled on the basis of the respondent answers. The questionnaires are in the structured form of the research study was done with the structured personal interview.

The project also focuses the loan procedure and its approval by studying the cases and records of the company, which documents are necessary for approval of loan and also show the SWOT analysis of the company. Through this project, the researcher has learnt how to give loan on consumer durable product and how to solve difficulties about the documentation . The project deals with time to cash, completing their files and getting the approval online from Bajaj..