

PROJECT REPORT ON
“A STUDY ON MARKETING MIX OF MUTHOOT FINANCE”

BY
SHRIRAKSHA
(4AL17MBA38)

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. G V Joshi
Professor
MBA Department
Aiet Mijar

EXTERNAL GUIDE

Mrs. Chitrakshi Shetty
Branch Manager
Muthoot finance
Beltangady



Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, DK - 574225

APRIL- 2019

Muthoot Finance Ltd,
U K Towers, 1st Floor, Main Road,
Belthangady, Mangalore - 574211

Date: 16-02-2019



TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Ms. SHRIRAKSHA (USN: 4AL17MBA38) from Alva's Institute of Engineering and Technology- Mijar has completed her internship from 3rd January 2019 to 16th February 2019.

She did a "Study on the Marketing Mix of Muthoot Finance" at Belthangady Branch embodies the original work done by her during her project period at our organization.

During this period, we found her to be Sincere, hardworking, and efficient with good conduct and aptitude to gain knowledge.

We wish her all the best for her future endeavors.



Regards:

Mrs. Chitrakshi Shetty

Branch Manager
Muthoot Finance Ltd.,
Belthangady



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Certificate

This is to certify that **Ms. SHRIRAKSHA** bearing **USN 4AL17MBA38** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on “**A STUDY ON MARKETING MIX OF MUTHOOT FINANCE**” is prepared by her under the guidance of **Dr. G.V.Joshi**, 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.

Dr. G.V. Joshi
Internal Guide

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EXECUTIVE SUMMARY

A project report titled “A Study on marketing mix of Muthoot finance”. The research is conducted to know the clear view about the product or services, pricing strategy, place of distribution and the promotional activities of the Muthoot finance. A marketing concept that encompasses the impression on the awareness of products or services provided by company to its customers, pricing strategy to the customers and the promotional activities undertaken by the Muthoot finance to make awareness in the minds of the public. Customers perception is typically affected by advertising, reviews, public relation, social media, personal experience and other channels. Muthoot finance is dependent on how well company plans out their marketing strategies which helps to increase visibility and build a brand image. So the opinion of customers plays a vital role in making marketing mix strategies. Hence this study will provide the detailed information on the company’s marketing mix. It will help to come across out the brand picture of Muthoot finance in the minds of customers. A questionnaire was prepared to get accurate information. It was distributed to 120 people to get the feedback. The primary data collected with the help of personal interactions, questionnaire observation and interview. Secondary data was collected through the website, journals and articles.