

**“A STUDY ON BRAND AWARENESS STRATEGIES OF BAJAJ
FINSERV’S EMI CARD”**

BY

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VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

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MYSORE



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA’S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANACAMPUS, MIJAR, MOOBBIDRI,

JUNE 2020



Certificate

This is to certify that MISS. SUSHMITHA M (REG NO: 4ALMBA84), Student of MBA, at Alvas Institution of Engineering and Technology, Moodbidri, Karnataka, has done a project work on "A STUDY ON BRAND AWARENESS STRATEGIES OF BAJAJ FINSERV'S EMI CARD" at Bajaj finserv limited from 01-1-2020 to 15-02-2020

During this period her conduct and performance were good

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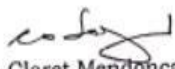
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CERTIFICATE

This is to certify that SUSHMITHA M bearing USN 4AL18MBA84 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A Study On Brand Awareness Strategies Of Bajaj Finserv's Emi Card." is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.


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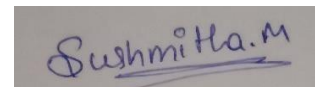
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DECLARATION

I SUSHMITHA.M hereby declare that the project report entitled “A Study on Brand awareness Strategies of Bajaj Finserv’s EMI card” with reference to “BAJAJ FINSERV MYSORE” prepared by me under the guidance of PROF. GURUPRASAD PAI B faculty of M.B.A department, Alva’s Institute Of Engineering And Technology and External Assistance by MR SATHISH M, Managing Director Bajaj Fiserv. I also declare that this project work is towards the partial fulfilment of the university.

Regulations for the award of Degree of Master Of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

A rectangular box containing a handwritten signature in blue ink that reads "Sushmitha.M".

PLACE: MIJAR

SIGNATURE

DATE : 09-06-2020

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I SUSHMITHA M II YEAR student of MBA course in, Alva's Institute Of Engineering And Technology, Moodbidri, wish to express my deep sense of gratitude to all concerned people who have helped me, to successfully complete this report.

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EXECUTIVE SUMMARY

The project title “**A study on brand awareness strategies of Bajaj finserv’s EMI card**” in Bajaj finserv limited is the holding company for the various financial services business under the bajaj group. Bajaj finance ltd is a non-banking finance company engaged in consumer finance, SME finance, commercial lending and wealth management.

This study focuses on brand awareness strategies how the company should have to maintain awareness strategies with their customers

.

By undertaking this study, I will get a complete knowledge about how to maintain a awareness strategies with their customers and the company should maintain good relationship with their customers.