

**PROJECT REPORT ON
A STUDY ON CUSTOMER SATISFACTION CONCERNING
“EXIDE INDUSTRIES LIMITED”**

Submitted By

MR. LATHESH KUMAR M N

USN: 4AL19MBA30

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
MR. NEERAJ S. RAI
ASSISTANT PROFESSOR
P.G. Department of MBA
AIET, Mijar.**

**EXTERNAL GUIDE
MR. NAVEEN REDDY
MARKETING DEP
EXIDE INDUSTRIES LIMITED
BANGALORE.**



**DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR,
MANGALORE**



Survey No. 246, Chichurakanpalli,
Savaganapalli Panchayath, Hosur,
Krishnagiri - 635103

CERTIFICATE

This is to certify that Mr. Lathesh kumar M.N (USN 4AL19MBA30) MBA student of Alva's Institute of Engineering and technology, Mijar , Mangalore has successfully completed 'A Study on Customer Satisfaction' at our factory in partial fulfillment of the requirement for the award of his degree. The period of internship was from 1-3-2021 to 5-4-2021

During his studies, he has evinced keen interest and his conduct and character were satisfactory

We wish him all the success in his future endeavors

For Exide Industries Limited

Ambuj Srivastava
Sr. Deputy Manager – Plant HR



Exide House, 59E, Chowringee Rd, Sreepally, Bhowanipore,
Kolkata, West Bengal 700020



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State

Phone : 08258-262724 (O) 262725 (P), Telefax 08258-262726

Email : principalaiet08@gmail.com, Web www.aiet.org.in

AIET/MBAID/51

20 July 2021

CERTIFICATE

This is to certify that **LATHESH KUMAR M N** bearing USN **4AL19MBA30**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO EXIDE BATTERY INDUSTRIES**" is prepared by him under the guidance of Mr. Neeraj S Rai, 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.

Neeraj S Rai

Mr. Neeraj S Rai
Internal Guide

Dr. Claret Mendonca
Dr. Claret Mendonca
HOD

Dr. Peter Fernandes
Dr. Peter Fernandes
Principal

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

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar - 574 225

Viva-Voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

DECLARATION

I, **LATHESH KUMAR M N** hereby declare that the Project report entitled "**CUSTOMER SATISFACTION**" regarding "**EXIDE INDUSTRIES LIMITED**" is prepared by me under the guidance of **Mr. NEERAJ S. RAI**, Assistant Professor, Department of Business Administration, Alva's Institute of Engineering and Technology, and external assistance by **Mr. NAVEEN REDDY**, Marketing Department, Exide Industries Limited, Bangalore.

I also declare that this internship project work is towards the partial fulfillment of the university regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone the internship for 6 weeks. I further declare that this report 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.

Place: Bangalore

Date: 23/07/2021

Lathesh M N

Signature

(4AL19MBA30)

ACKNOWLEDGEMENT

I am happy to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of the project.

My heartfelt gratitude to **HOD Dr. Claret Mendonca**, Department of Business Administration And Alva's Institute Engineering and Technology Moodbidri for providing me an opportunity to complete study.

I am extremely grateful to the management of "**EXIDE INDUSTRIES LIMITED**", for giving me this opportunity to pursue my internship. This internship would not have been a successful one without the guidance of **Mr. NEERAJ S. Rai** Assistant Professor, Department of Business Administration, Alva's Institute of Engineering and Technology, Moodbidri. His feedback and solutions have greatly helped me in this Internship.

I express my gratitude to **Mr. Naveen Reddy**, Branch Manager, **EXIDE INDUSTRIES LIMITED**, for guiding and teaching me the core concepts at the organizational level and explaining in detail about the company. I am thankful for his feedback during my time at EXIDE INDUSTRIES LIMITED.

Place: Bangalore

Date: 23/07/2021

LATHESH KUMAR M N

(4AL19MBA30)

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EXECUTIVE SUMMARY

- Exide Industry is India's largest storage battery company with the widest range of both conventional flooded as well as latest VRLA batteries. The project has been undertaken on the topic "**A STUDY ON CUSTOMER SATISFACTION ON EXIDE INDUSTRIES**" Customer satisfaction is most often related to purchasing, loyalty, and retention behavior with an effect on organizational profitability.
- The data are collected from the company itself as well as the customers. And circulating the questionnaire to customers to know about the satisfaction level of the batteries and service provided by Exide. The interaction with the vehicle owners regarding the battery quality, Price, and service gave clear information about the satisfaction level of the customers.
- The project report is divided into various chapters, each chapter having its importance giving correct and full information of the corresponding chapters. The chapters are divided to make it simple for understanding the concepts.
- The first chapter discusses the Introduction industry as well as company profiles. Exide's reports provide information on the vision, mission, SWOT analysis, and various types of batteries manufactured in Exide industries. The second chapter discusses the company's conceptual background as well as a literature review. In the third chapter, a brief research design for the study of needs and objectives is presented, as well as a statement of the problems. The fourth section is in charge of data analysis and interpretation. The study's findings and recommendations for improving the company's ability to function effectively and efficiently are presented in the fifth chapter of the project. In addition, this chapter provides the conclusion.