A

SUMMER INTERNSHIP REPORT ON

"FMCG Marketing Strategies: A Study of Rural Market in India with Special Reference to Hindustan Unilever Ltd. and ITC"

Submitted in partial fulfillment of the requirement for the degree of

POST-GRADUATE DIPLOMA IN MANAGEMENT (MARKETING)

BY

MR. SHAKTIDAN SINGH CHOUHAN

(ROLL NO: C1M-41)

BATCH: 2019-21

UNDER THE GUIDANCE OF

DR. GAGANPREET AHLLUWALIA

A STUDY CONDUCTED FOR

HINDUSTAN UNILEVER LTD. AND ITC

AT

INDIRA SCHOOL OF BUSINESS STUDIES, PUNE

Executive Summary

Title of the Project: "FMCG Marketing Strategies: A Study of Rural Market in India with Special Reference to Hindustan Unilever Ltd. and ITC"

Companies Name: Hindustan Unilever Ltd. and ITC

Importance of the Project: The project has spotted light on Indian rural FMCG market about the rural consumer demand, rural consumer behaviour, purchasing patterns of rural consumers, presence of FMCG companies in rural markets, strategies adopted by big FMCG companies for rural market development.

Therefore, this project has focused on potential of rural consumers for FMCG companies, which can help them to gain market share with adopting new strategies.

Objectives of the project:

- To analyze rural market in India.
- To analyze marketing strategies adopted by top FMCG companies in rural market in India.
- Study of promotional strategies, selling and distribution techniques with special reference to HUL and ITC.
- To analyze rural consumer behavior.
- Study of 4Ps in rural market with special reference to HUL and ITC.

Methodology Adopted

Primary Data: The research is based on both primary as well as secondary data, primary data is collected through google forms, phone calls and social media interactions.

Secondary Data: Secondary data is collected through official websites of both the company, some other websites, annual reports, sustainability reports, third party websites and reports.

A Summer Internship Project Report on

A STUDY ON BRAND AWARENESS THROUGH DIGITAL PLATFORM

Submitted in partial fulfillment of the requirements for the degree of

Post Graduate Diploma in Management (Marketing)

by

SUSMITA PRIYADARSHINI

C1M - 51

Under the guidance of

Dr. Bagirathi Iyer

A Study Conducted for ***EPINOMI CONSULTING***

at

IndiraSchool of Business Studies,

Tathawade, Pune 411033

(2019-21)

EXECUTIVE SUMMARY

This report is prepared at "Epinomi Consulting" on "Brand Awareness Through Digital Platform" as part of the Summer Internship Project in Indira School of Business Studies. The summer internship project is essential part of the PGDM curriculum, prepared at the end of second semester. The internship lasted for 60 days. The report is prepared based on my experience in Epinomi Consulting where I have used my management learning with the practical exposure received in Epinomi Consulting.

This report deals with creating awareness about Epinomi Consulting through different digital platform which includes lead generation, social media marketing, registering Epinomi Consulting on different digital platforms, content planning and advertising the training programs on different platforms.

As this was time constrained internship and there was no field experience as it was work from home due to pandemic.

A Summer Internship Project report on

"A STUDY BASED ON CONSUMER AWARENESS AND PERCEPTION TOWARDS SHRIRAM LIFE INSURANCE WITH SPECIAL REFERENCE TO CALICUT CITY"

Submitted in partial fulfillment of the requirements for the degree

of

Post Graduate Diploma in Management (Marketing)

by

Renil Raj Simon

(Roll. No. C2M-32)

Under the guidance of

Prof. Rohan Das

A Study conducted for

Shriram Life Insurance Company

at

Indira School of Business Studies,

Tathawade, Pune (411 033)

2019-2021

EXECUTIVE SUMMARY:

Title of the project: A Study Based on Consumer Awareness and Perception towards Shriram Life Insurance with Special Reference to Calicut City

Company where this Project was undertaken: Shriram Life Insurance Company

Importance of the Project:

This project helped me in understanding the buying pattern of a normal consumer, how the customer makes decision regarding buying of a vehicle. It also helped me in understanding what the customer thinks about the brand and what is the perception of brand in the market.

It also helped me in understanding what value a customer sees while buying a vehicle and how to conduct surveys.

Objective of the Study:

- To Study the customer engagement with the brand.
- To understand the customer experience.

Learnings from the Project:

- Learnt about the basics of life insurance & creating awareness to the customers
- Learnt how to approach to a customer & pitch the product
- Learnt about the digital channels & how they are doing

Submission marks for SIP

Batch 2019 - 2021

Specialisation : Marketing

				2 marks at each submission stage if submitted on / before :				
			D' is SIP start date	D + 7 days	D + 15 days	D + 30 days	Draft copy and Template	Hard bound copy	Total out of 10
Sr. No	Roll No	Name of the students	SIP Start Date	IIR	FPR	SPR			
1	1921C1-49	Sukriti Singh		2	2	0	0	2	6
2	1921C1-50	Surajkumar Praveenkumar Dubey		2	0	2	2	2	8
3	1921C1-51	Susmita Priyadarshini		0	2	0	0	2	4
4	1921C1-52	Swati Chandrakar		0	2	2	2	0	6
5	1921C1-53	Swati Yadav		2	2	0	2	2	8
6	1921C1-54	Sweta Kumari		2	2	2	2	0	8
7	1921C1-55	Tanmay Vinod Tyagi		2	2	0	0	2	6
8	1921C1-56	Varun Viswambharan		2	2	2	0	2	8
9	1921C1-57	Vishal Kumar Prajapati		2	2	0	0	2	6
10	1921C1-58	Yash Mathur		0	2	2	2	0	6
11	1921C1-59	Yogesh Tikaram Patle		2	2	0	0	2	6

Dr Bagirathi Iyer

Name and Signature of Guide:

INDIRA SCHOOL OF BUSINESS STUDIES (ISBS)	EVALUATION SHEET (PGDM 2019-21) SIP INTERNAL VIVA VOCE/ PRESENTATION	DATE: 22/9/2020

NAME OF INTERNAL EVALUATOR: Prof. Navrang Rathi

NAME OF INTERNAL GUIDE: Dr. Rohan Das

S.No.	ROLL NO.	NAME OF THE STUDENT	RESEARCH OBJECTIVES (5)	METHODOLOGY & IMPLEMENTATION (5)	FINDINGS & ANALYSIS (5)	CONCLUSION & RECOMMENDATIONS (5)	SIP TEMPLATE (5)	ATTENDANCE (DURING SIP INTERACTIONS) (5)	TOTAL MARKS (30)	REMARK(S)
1	1921C1-1	Abhishek Gupta	3	3	3	3	3	3	18	NA
2	1921C1-2	Adarsh Pandey	3	3	3	3	3	3	18	NA
3	1921C1-3	Akanksha Rai	4	5	4	4	4	4	25	NA
4	1921C1-4	Akanksha Urkude	4	5	4	5	4	4	26	NA
5	1921C1-5	Aman Kumar	3	3	3	3	3	3	18	NA
6	1921C1-6	Aniket Singh Virat	4	4	4	4	4	4	24	NA
7	1921C1-7	Anuj Gupta	3	4	3	4	3	3	20	NA
8	1921C1-8	Arpit Jaykumar Jain	4	4	4	4	3	3	22	NA
9	1921C1-9	Ashish Kumar Jha	4	5	4	4	4	4	25	NA
10	1921C1-10	Atharva Yashwant Gadwar	4	5	4	5	4	4	26	NA
11	1921C1-11	Chand Marandi	3	3	3	3	3	3	18	NA
12	1921C1-12	Darshit Pachori	4	4	4	4	3	3	22	NA
13	1921C1-13	Dinkar Kumar	4	5	4	5	5	4	27	NA
14	1921C1-14	Disha Miren Shah	3	3	4	3	4	3	20	NA
15	1921C1-15	Gurjeet Singh Dhillon	3	3	4	3	4	3	20	NA
16	1921C1-16	Harsha Pahilajrai Gemnani	4	4	4	4	4	4	24	NA
17										
18										

Rohan Das
SIGNATURE: INTERNAL EVALUATOR

Navrang Rathi
SIGNATURE: INTERNAL GUIDE

Indira School of Business Studies (ISBS) Pune

Submission marks for SIP

Batch 2019 - 2021

Specialisation : Marketing

				2 marks at each submission stage if submitted on / before :				
			D' is SIP start date	D + 7 days	D + 15 days	D + 30 days	Draft copy and Template	Hard bound copy	Total out of 10
Sr. No	Roll No	Name of the students	SIP Start Date	IIR	FPR	SPR			
1	1921C1-17	Harshbharati Ashok Singh		2	0	2	0	2	6
2	1921C1-18	Jasmeet Singh Thakral		0	2	0	0	2	4
3	1921C1-19	Krishna Chandra Chauhan		0	2	2	2	0	6
4	1921C1-20	Kshitij Yadav		2	2	0	0	2	6
5	1921C1-21	Mohd.Sakeeb Khan		2	0	2	2	2	8
6	1921C1-22	Nilesh Bhagwandas Vyas		2	2	0	0	2	6
7	1921C1-23	Nishika Seth		2	0	2	2	2	8
8	1921C1-24	Onkar Gawande		0	2	0	0	2	4
9	1921C1-25	Palak Jain		0	2	2	2	0	6
10	1921C1-26	Prabjot Singh		2	2	0	2	2	8
11	1921C1-27	Prafulla Govindrao Gadhe		2	2	2	2	0	8
12	1921C1-28	Prakhar Maheshwari		2	2	0	0	2	6
13	1921C1-29	Pranshu Tiwari		2	0	2	2	2	8
14	1921C1-30	Priyank Gupta		0	2	2	2	2	8
15	1921C1-31	Rahul Rathore		2	0	2	0	2	6
16	1921C1-32	Renil Raj Simon		0	2	2	0	2	6

Indira School of Business Studies (ISBS) Pune

Dr Rohan Das

Name and Signature of Guide:

Indira School of Business Studies				
Examination Department				
2019-21 PGDM Batch - 2nd Year - Semester - III				
Subject Name :	Summer Internship Programme		Subject Code	M - GC- 302
Faculty Name :	Prof. Anand Deo		Division	C2M
Continuous Assessment Details				
		Assessment No.	Internal Viva	External Viva
		Assessment Type	A	B
		Assessment Date	Wednesday, September 23, 2020	4th & 5th January'2021
		Marks (out of)	40	60

Sr. No.	Roll No.	Name			
1	1921C2-1	Abhishek Gupta	24	37	**61**
2	1921C2-2	Adarsh Pandey	24	39	**63**
3	1921C2-3	Akanksha Rai	33	40	**73**
4	1921C2-4	Akanksha Urkude	35	46	**81**
5	1921C2-5	Aman Kumar	24	40	**64**
6	1921C2-6	Aniket Singh Virat	32	41	**73**
7	1921C2-7	Anuj Gupta	27	44	**71**
8	1921C2-8	Arpit Jaykumar Jain	29	45	**74**
9	1921C2-9	Ashish Kumar Jha	33	45	**78**
10	1921C2-10	Atharva Yashwant Gadwar	35	44	**79**
11	1921C2-11	Chand Marandi	24	41	**65**
12	1921C2-12	Darshit Pachori	29	42	**71**
13	1921C2-13	Dinkar Kumar	36	47	**83**
14	1921C2-14	Disha Miren Shah	27	40	**67**
15	1921C2-15	Gurjeet Singh Dhillon	27	41	**68**
16	1921C2-16	Harsha Pahilajrai Gemnani	32	44	**76**
17	1921C2-17	Harshbharati Ashok Singh	31	42	**73**
18	1921C2-18	Jasmeet Singh Thakral	25	42	**67**
19	1921C2-19	Krishna Chandra Chauhan	36	42	**78**
20	1921C2-20	Kshitij Yadav	29	44	**73**
21	1921C2-21	Mohd.Sakeeb Khan	29	46	**75**
22	1921C2-22	Nilesh Bhagwandas Vyas	31	42	**73**
23	1921C2-23	Nishika Seth	24	38	**62**

ISBS Indira School of Business Studies Pune

ADeo

24	1921C2-24	Onkar Gawande	33	44	**77**
25	1921C2-25	Palak Jain	35	47	**82**
26	1921C2-26	Prabjot Singh	29	44	**73**
27	1921C2-27	Prafulla Govindrao Gadhe	32	49	**81**
28	1921C2-28	Prakhar Maheshwari	31	48	**79**
29	1921C2-29	Pranshu Tiwari	35	49	**84**
30	1921C2-30	Priyank Gupta	25	37	**62**
31	1921C2-31	Rahul Rathore	32	49	**81**
32	1921C2-32	Renil Raj Simon	36	50	**86**
33	1921C2-33	Ritik Gupta	33	54	**87**
34	1921C2-34	Rohit Kumar Singh	32	39	**71**
35	1921C2-35	Sachin Kumar	29	44	**73**
36	1921C2-36	Sagar Debnath	20	41	**61**
37	1921C2-37	Sarthak Sonkar	29	36	**65**
38	1921C2-38	Satyajit Ramchandra Gore	31	35	**66**
39	1921C2-39	Satyam Kumar	29	56	**85**
40	1921C2-40	Satyendra Kumar Amarjeet Maurya	32	51	**83**
41	1921C2-41	Shaktidan Singh Chouhan	33	54	**87**
42	1921C2-42	Shalin Varghese	30	34	**64**
43	1921C2-43	Shivangi Gavane	20	34	**54**
44	1921C2-44	Shivani Sarwan Choughan	33	39	**72**
45	1921C2-45	Shivansh Khandelwal	33	45	**78**
46	1921C2-46	Shivendra Vikram Singh Bhadauria	22	36	**58**
47	1921C2-47	Simran Ramdas Rai	32	49	**81**
48	1921C2-48	Sukhad Arun Atkalikar	32	38	**70**
49	1921C2-49	Sukriti Singh	35	46	**81**
50	1921C2-50	Surajkumar Praveenkumar Dubey	33	42	**75**
51	1921C2-51	Susmita Priyadarshini	28	43	**71**
52	1921C2-52	Swati Chandrakar	32	42	**74**
53	1921C2-53	Swati Yadav	27	38	**65**
54	1921C2-54	Sweta Kumari	33	44	**77**
55	1921C2-55	Tanmay Vinod Tyagi	32	39	**71**
56	1921C2-56	Varun Viswambharan	32	38	**70**
57	1921C2-57	Vishal Kumar Prajapati	32	39	**71**
58	1921C2-58	Yash Mathur	31	39	**70**

Indira School of Business Studies (ISBS) Pune

Addl

59	1921C2-59	Yogesh Tikaram Patle	25	37	**62**

Brief Description about the Assessment conducted: - Review by internal faculty & external evaluators of SIP completed by students at predetermined corporates, which is a pre-requisite for the PGDM programme

Assessment 1	**SIP Internal viva**
Assessment 2	**SIP external viva**
Faculty Name & Signature -	Prof. Anand Deo
Date -	7/1/2021

ADeo

Symbiosis Indira School of Business Studies Pune