

A STUDY ON

Marketing and Sales Promotion of Bajaj Two Wheelers in

Vijayawada With Reference to

VARUN BAJAJ

A Internship Project Report Submitted To The

Department of Commerce

In partial fulfilment of the Requirement For the Award of the Degree of

Bachelor of Commerce (Arts)

PREPARED BY

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(202124)

UNDER THE GUIDANCE OF

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ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE



PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE
(An Autonomous College in the Jurisdiction of Krishna University)

VIJAYAWADA -520010

2020-2023

P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

VIJAYAWADA-10



CERTIFICATE

This is to certify that this Project Work Entitled "**Marketing and Sales Promotion of Bajaj Two Weelers**" at **VARUN BAJAJ** is a Bonafide work of **KALAGATLA BALA KASIM** [Roll No:202124] Submitted to the Department of Commerce in Partial Fulfilment of Requirement For the Award of Degree of **B.COM [GENERAL]** by Krishna university.


Sri. CH. PRASANNA KUMAR

(PROJECT GUIDE)


Sri. K. NARAYANA RAO

(Head of Dept. of Commerce)

**Head, Dept. of Commerce
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K. Charan Choudary

VARUN MOTORS PVT. LTD.

Authorised Dealer for Bajaj Auto Limited

40-1-126, Bajaj Circle, M.G. Road, VIJAYAWADA - 520 010.

Tel : 6610501, 02, E-mail : d13248@baldealer.com

Date: 22-Sept-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. K BALA KASIM**, with Regd. No. **202124** is a student of B.Com (General) of P.B SIDDARTHA COLLEGE OF ARTS & SCIENCE, Mogalrajapuram, Siddhartha Nagar, Vijayawada undergone the Industrial Internship from 22-09-2022 to 22-12-2022. He attended for training programme regularly and learnt at practical aspects relating to his subject. He has shown interest in learning that has been assigned to him.

We wish all success in his career.

For VARUN MOTORS PVT. LTD.,



(M. Ravindra Kumar),

Manager - HR

Husqvarna