

**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**

**KALAGATLA BALA KASIM**  
**(202124)**

**UNDER THE GUIDANCE OF**  
**Sri.CH.PRASANNA KUMAR M.Com**  
**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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## 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