

**A STUDY ON  
PROMOTIONAL STRATEGIES OF MARKETING PRODUCTS**

With Reference to

**METRO CASH & CARRY**

**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 ( General)**

**PREPARED BY**

**BHUMIREDDY SIVA MANOHAR REDDY**

**(202218)**

**UNDER THE GUIDANCE OF**

**Sri B. VENKATESWARA RAO M.Com., B.Ed.,**

**Assistant Professor Department of Commerce**



**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF  
ARTS & SCIENCE**

**(An Autonomous College in the Jurisdiction of Krishna University)  
VIJAYAWADA -520010**

**2022-2023**

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
**VIJAYAWADA-10**



**CERTIFICATE**

This is to certify that this Project Work Entitled "**PROMOTIONAL STRATEGIES OF MARKETING PRODUCTS**" at **METRO CASH & CARRY** is a bonafide work of **BHUMIREDDY SIVA MANOHAR REDDY [Roll No:202218]** Submitted to the Department of Commerce in Partial Fulfilment of Requirement For the Award of Degree of **BACHELOR OF COMMERCE** by Krishna university.

  
**Sri B. VENKATESWARA RAO**

**(PROJECT GUIDE)**

  
**Sri. K. NARAYANA RAO**

**(Head of Dept. Commerce)**

**Head, Dept. of Commerce  
P.B. Siddhartha College of  
Arts & Science, VIJAYAWADA**

  
**Ch. Narayana Rao.**

**METRO Cash & Carry India Pvt.Ltd.**  
Survey No.25,Mogalrajpuram,Vishalandhra Road,  
NTR District,Vijayawada-520010,Andhra Pradesh.

Date: 06-Jan-2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Bhumireddy Siva Manohar Reddy** has done his internship at **Metro Cash & Carry India Pvt Ltd.** Vijayawada from **01-Oct-2022 to 31-Dec-2022**.

During his internship he has demonstrated his skills with self-motivation to learn new skills. His performance exceeded our expectations and he was able to complete the project on time.

We wish him all the best for his upcoming career.

For Metro Cash & Carry India Private Limited  
Yenka Nagesh T  
General Manager - Operations\*