

**A STUDY  
ON  
“MARKETING STRATEGIES”**

**With reference to  
CASA TVS**

*A project report submitted to the  
Department of Commerce*

**P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**

*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

*Submitted by:*

**KANUKOLLU JAYA SRAVYA LAKSHMI**

**202648**

*Under the Guidance of*

**Sri. BURRA PHANI KRISHNA**  
M.Com., M.B.A., (LLB),,  
Asst. Professor  
Department of Commerce



**P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**

**An Autonomous College Accredited To “A+” By NAAC  
(Affiliated To KRISHNA UNIVERSITY, Machilipatnam)**

**VIJAYAWADA**

**2020 - 2023**

**P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**  
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**CERTIFICATE**

This is to certify that this project work titled "**A STUDY ON MARKETING STRATEGIES WITH REFERENCE TO CASA TVS**" is a bonafide work done by **KANUKOLLU JAYA SRAVYA LAKSHMI (202648)** under my guidance and supervision in partial fulfilment of the requirement for the award of the Degree of Bachelor of Commerce in **P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE, Vijayawada, Affiliated to Krishna University, Machilipatnam**, during the academic year 2020 - 2023.

**Burra Phani Krishna**

**Asst. Prof & Project Guide**

**Kona Narayana Rao**

**Head of the Department**

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

  

**External Examiner**



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W/S : 9100759777, 9989491117  
E-mail : casamotors.tvs@gmail.com

### **CERTIFICATE**

This is certified that **Ms KANUKOLL JAYA SRAVYA LAKSHMI** (Regd No 202648), student of B.com Business Process Management (BPM) of P. B. Siddhartha College of Arts & Science, Vijayawada has successfully completed her project work on "**A STUDY ON MARKETING STRATEGIES**" in our organization from **1<sup>st</sup> February 2023 to 8<sup>th</sup> May 2023**.

During this period, the student was found sincere and hard working.

For

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