

**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**  
**VIJAYAWADA - 10**



**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**

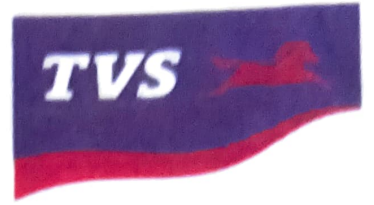
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**Kona Narayana Rao**

**Head of the Department**

**Head, Dept. of Commerce**  
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**Arts & Science, VIJAYAWADA**

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### 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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Arundha . B.  
15/5/23

