

A Project Report  
ON

**“The Importance of Branding in The  
Marketing of HUL Products”**

Submitted to



**Art's Commerce and Science College ,Sonai  
OF  
SAVITRIBAI PHULE PUNE UNIVRSITY, PUNE**

For the Awarded of the Degree of

**Bachelor of Business Administration**

Under the Faculty of Commerce and Management Submitted

by

**Mr. Shirish Atmaram Jadhav**

Under Guidance of

**Mrs. Priti Wadagle**

Academic Year 2022-23

## DECLARATION

I hereby declare that this project entitled "**The Importance of Branding in the marketing of HUL products**" is written by me and my submitted to SAVITRIBAI PHULE PUNE UNIVERCITY, PUNE" for the award of the Bachelor of Business Administration in the faculty of commerce. I further declare that, this has not been submitted fullor part in any other university for any degree or what so ever.

Date: 12/05/2023

  
Mr. Jadhav Shirish Atmaram

Place: Sonai

Mula Education Society's

**Arts, Commerce and Science College, Sonai**


Tal. Newasa, Dist. Ahmednagar, 414105

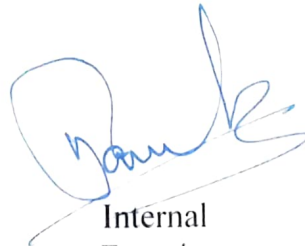
Email ID: [sonaicollege@yahoo.co.in](mailto:sonaicollege@yahoo.co.in)

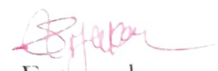
Phone: (02427) 231384

**CERTIFICATE**

This is certified that Mr/Ms Jadhav Shishir Anand the student of Third Year Bachelor of Business Administration (T.Y.B.B.A.) of Academic Year 2022-2023 (SEM-VI) has been successfully completed Her project.

  
Project  
Guide

  
Internal  
Examiner

  
External  
Examiner



MULA EDUCATION SOCIETY'S

# ARTS, COMMERCE AND SCIENCE COLLEGE, SONAI

TAL. NEWASA DIST. AHMEDNAGAR 414105



Ph: 02427-231384 Email: sonaicollege@yahoo.co.in, mesacsccollege@gmail.com Website: www.acssoaicollege.com  
Affiliated to Savitribai Phule Pune University Pune (I.D.PU/AN/ASC/031/1989)

NAAC Re-accredited with 'A' Grade, DBT Star College Scheme, ISO 9001:2015 Certified, AISHE Code - C-42096

ADM-R-30

Ref. Acce/ 53/2023-24

Date: 09/05/2023

To,

The Manager,

Mahavir  
Mahavir Chopda

**Subject:** Request for inclusion of students of our college for Internship Program

Sir/ Madam,

Savitribai Phule Pune University has introduced 'Internship Programme' for Third Year students in its revised syllabus

The purpose of the internship programme is to provide hands on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide students of our college with an opportunity for internship in your esteemed organization.

We would appreciate if you could provide exposure of the following business activities to these students-

1. Financial Management
2. Marketing and Sales Management
3. Supply Chain Management
4. Accounting Procedure
5. Recruitment Process
6. Any other information related to Business Activities

We look forward to a mutually rewarding academic association with your organization.

Thank you.

Sincerely,

Coordinator,  
Internship Program

मे. महवीर किराणा स्टोअर्स  
शिवजी चौक सोनई, ता. नवसा  
मो 9860054900 / 9921170000

PRINCIPAL  
Mula Education Society's  
Arts, Commerce & Science College,  
Sonai Tal. Newasa Dist. Ahmednagar 414105

## INTERNSHIP COMPLETION CERTIFICATE

# महावीर ट्रेडर्स



To,  
The Principal,  
ARTS COMMERCE & SCIENCE COLLEGE,  
Sonai

Subject: "The Importance of Branding in The Marketing of HUL Product"

Dear Student,

I am happy to inform you that following students of your college have successfully completed the no. of Hours - 48 Internship Programme' in this Grocery Shop

Sr.No.	NAME OF STUDENT	Roll No.	Adhar No.	Special Subject
1	Jadhav Shirish Atmaram	4210	391615629768	Marketing Management

These students have been provided with adequate exposure and necessary hands- on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of Grocery shop  
I wish them every success in future endeavors.

Thank you.

Sincerely,

Name & Signature (Authorised Signatory)