

A
PROJECT REPORT
ON

“A STUDY ON CUSTOMER’S PERCEPTION TOWARDS
LIFE INSURANCE POLICIES IN AHMEDNAGAR”

SUBMITTED TO



Mula Education Society’s,
ART, COMMERCE AND SCIENCE COLLEGE, SONAI,
TAL:- NEWASA, DIST:- AHMEDNAGAR

AFFILIATED TO



SAVITRIBAI PHULE PUNE UNIVERSITY

UNDER THE PARTIAL FULFILMENT OF THE AWARD OF

THE MASTER DEGREE OF COMMERCE

IN ACADEMIC YEAR

2023-2024

SUBMITTED BY

BORDE AJAY CHANDRABHAN
M. COM. SECOND YEAR

UNDER THE GUIDANCE OF

PROF. DR. ADMANE S. L.

M.Com. , PhD
DEPARTMENT OF COMMERCE



MULA EDUCATION SOCIETY'S

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*** CERTIFICATE ***

**It is certified that, the M.com. second year student
Mr. Borde Ajay Chandrabhan has submitted a project report on "A Study
On Customer's Perception Towards Life Insurance Policies In
Ahmednagar" under the Business Administration Project work in
semester four during 2023-24.**

Date: 04/05/2024

Place: Sonai


Signature

(Project Guide)


Signature

(Head Of Department)


Signature

(External Supervisor)


Principal
Mula Education Society's
Arts, Commerce & Science College
Sonai, Tal. Newasa, Dist. Ahmednagar (MH), Pin-414105

DECLARATION

I hereby declared that the work presented in this project entitled “**A Study On Customer’s Perception Towards Life Insurance Policies In Ahmednagar**” submitted for the Master Degree of Commerce is carried out by me, under the guidance of Prof. Admane S.L. in the Mula Education Society’s, Art, Commerce and Science College, Sonai, Tal:- Newasa, Dist:- Ahmednagar. I further declare that the matter embodied in this project submitted by me is original and to the best of my knowledge. The contents of this project have not been submitted to any other Institute or University for the award of any degree or diploma.

Date: 04/05 /2024

Place: Sonai

Borde Ajay Chandrabhan

M.Com. Second Year