

AN
INTERNSHIP REPORT ON
DIGITAL MARKETING STRATEGIES
ADOPTED BY ROTHE GASES TO CREATE
PRODUCT AWARENESS
SUBMITTED TO



SAVITRIBAI PHULE PUNE UNIVERSITY
IN PARTIALFUL FILLMENT FOR THE THIRD YEAR
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SUBMITTED BY
YASH SACHIN ROTHE

UNDER THE SUPERVISION OF
PROF: CHANDRABHANSINGH GAUR

S.N.B.F COLLEGE OF COMMERCE PUNE
2021-2023



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2022-2023



DECLARATION

I, the undersigned, hereby declare that the internship report entitled "AN INTERNSHIP REPORT ON DIGITAL MARKETING STRATEGIES ADOPTED BY ROTHE GASES TO CREATE PRODUCT AWARENESS" written and submitted by me to Savitribai Phule Pune University in partial fulfillment for Third Year of Bachelor Administration (BBA) under the supervision of Prof: CHANDRABHAN SINGH GAUR is my original work and the conclusions drawn therein are based on the material collected and observed made by me.

Place: PUNE

Date: _____

YASH SACHIN ROTHE
TYBBA

ACKNOWLEDGEMENT

I would like to express sincere thanks to the University of Pune and S.N.B.P College of Commerce for giving me the opportunity to undertake, participate, prepare and present this internship report.

An internship usually requires a lot of hard work and persistent efforts but the guidance provided and efficient supervision has helped me innovate and prepare quality report, I express my gratitude to project guide coordinator Prof: CHANDRABHANSINGH GAUR for support, guidance and encouragement throughout the process.

Last but not the least I would like to extend my sincere thanks to the officials of Rothe Gases for allowing me for the company visit and the manager Mr.Mangsh Shedge for enlightening me with his vast knowledge and experience.

YASH SACHIN ROTHE

TYBBA



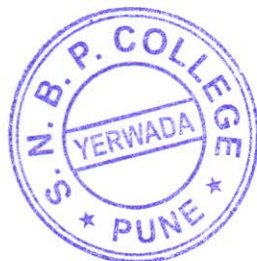
CERTIFICATE

This is to certify that an internship report on Digital Marketing Strategies adopted by Rothe Gases to create product awareness is a bonafide work carried by YASH SACHIN ROTHE of TYBBA for partial fulfillment of the requirement for the award of the degree of BBA form Savitraibai Phule Pune University.

He has worked out and completed his internship under my guidance and direction in all respect, His work found to be satisfactory.

Prof. CHANDRABHANSINGH GAUR

PORJECT GUIDE



Principal
S. N. B. P. COLLEGE
Maharashtra State Board
Yervada, Pune - 411 006

External
Examiner

ROTHE GASES

Dealers in All Medical Gases, Accessories & Allied Equipment
S NO.8+9+40, GR Floor, Workshop NO1, Chopade Audyogik
Sankool,Ramtekadi Industrail Estate Pune 411023
TEL NO 02026871008, 02024574573, 9822282498

CERTIFICATE OF INTERNSHIP

This is to certify that Mr./Ms. Yash Sachin Rothe student of, SNBP
COLLEGE OF COMMERCE TYBBA has successfully completed the
internship program from 03rd April 2023 to 28th April 2023 in our
organization



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PROJECT REPORT ON

" Analytical Study on MARKETING LINKED
INSURANCE PLANS in Indian insurance market."

For

" SBI LIFE INSURANCE"

SUBMITTED TO

SANTRAIPHULE PUNE UNIVERSITY
IN PARTIAL FULFILLMENT FOR THE THIRD YEAR 2022-2023 (SEM-V)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SUBMITTED BY

PANKAJ SHARMA

UNDER THE GUIDANCE OF

PROF. CHANDRASHA SINGH GOUR

S.N.B. COLLEGE PUNE - 05



DECLARATION

PROJECT REPORT ON

**" Analytical Study on MARKETING LINKED
INSURANCE PLANS in Indian insurance market."**

For

" SBI LIFE INSURANCE"

SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY
IN PARTIAL FULFILLMENT FOR THE THIRD YEAR 2022-2023 (SEM V)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SUBMITTED BY
PANKAJ SHARMA

UNDER THE GUIDANCE OF:
PROF. CHANDRABHANSINGH GAUR
S.N.B.P COLLEGE PUNE-06

Place: PUNE

Date: _____



DECLARATION

I, the undersigned, hereby declare that the project report entitled " A PROJECT REPORT ON ANALYTICAL STUDY ON MARKETING LINKED INSURANCE PLANS IN INDIAN INSURANCE MARKET written and submitted by me to Savitribai Phule Pune University in partial fulfillment for Third Year of Bachelor Administration (BBA) under the supervision of Prof. Chandrabhansingh Gaur is my original work and the conclusions drawn there in are based on the material collected and observed made by me.

Place: PUNE

PANKAJ SHARMA

Date: ____

DATE-FEB01, 2023.

TOWHOMSOEVERITMAYCONCERN

This is to certify that **MR. PANKAJ VINOD SHARMA** has successfully completed the project on "Analytical study on MARKET LINKED INSURANCE PLANS in Indian insurance market" with the help of our internal team for a period from 01 APRIL 2023 to 01th MAY 2023. We have found him to be dedicated towards his work and punctual.

We wish him success in all his future endeavors.

For **SBI LIFE INSURANCE COMPANY**

AUTHORISED SIGNATORY

SBI Life Insurance Company Limited

IVORY TOWERS' Ground Floor, Lane No. 8, Prabhat Road, Opp. Kohinoor Mangal Karyalaya,
Kave Road, Erandwane, Pune-411004. Tel.: 020-4106 2105, Fax: 020-4106 2112

Regd. Office: Natraj Building, M.V. Road & Western Express Highway Junction, Andheri (E),
Mumbai-400 069.

ACKNOWLEDGEMENT

I would like to express sincere thanks to the University of Pune and S.N.B.P College of Commerce for giving me the opportunity to undertake, participate, prepare and present this project report.

A project usually requires a lot of hard work and persistent efforts but the guidance provided and efficient supervision has helped me innovate and prepare quality report, I express my gratitude to project guide coordinator Prof. Chandrabhansingh Gaur for support, guidance and encouragement throughout the process.

PANKAJ SHARMA

TYBBA



CERTIFICATE

This is to certify A PROJECT REPORT ON ANALYTICAL STUDY ON MARKETING LINKED INSURANCE PLANS IN INDIAN INSURANCE MARKET is a Bonafide work carried by Pankaj sharma of TYBBA for partial fulfillment of the requirement for the award of the degree of BBA form Savitribai Phule Pune University.

He has worked out and completed his project report under my guidance and direction in all respect, His work found to be satisfactory.

Prof. CHANDRABHANSINGH GAUR

PROJECT GUIDE

External Examiner



Principle

Principal
S. N. B. P. COLLEGE
Maharashtra Housing Board
Yervada, Pune - 411 006



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