

A PROJECT REPORT
On
ANALYSIS OF ELECTRONIC APPLIANCES INDUSTRY

By
Alisha Jagtiani - 24101
Akansha Jaiswal - 24105
Tejal Gore -24106
Saniya Bulani - 24113
Roshni Govindwani-24120
Gitika Talreja – 24122

Submitted to
SAVITRIBAI PHULE PUNE UNIVERSITY
In fulfilment of the requirement for
207 RM – 02 Desk Research
IN
MASTER OF BUSINESS ADMINISTRATION (MBA)
(MBA 2024 Pattern)



THROUGH
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR
GIRLS
6 Koregaon Road, Pune 411001

MARCH 2025



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Girls**


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NAAC Accredited 'A' Grade

NBA Accreditation for MBA Programme (2024-2027)
ISO 9001: 2015 and ISO 14001:2015 Certified Institute


CERTIFICATE

This is to certify that the team of **Ms. Alisha Deepak Jagtiani, Ms. Akansha Jitendra Jaiswal, Ms. Tejal Kashinath Gore, Ms. Saniya Anil Bulani, Ms. Roshni Sanjay Govindwani and Ms. Gitika Deepak Talreja**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on '**Comparative Study of Electronic Appliances Industry**' in the subject '**207 – RM-02 - Desk Research**'.


The Desk Research is submitted in fulfilment of requirements of the Master of Business Administration Program (2024 Pattern) conducted under the aegis of the Savitribai Phule Pune University.


Dr. Divya Lakhani
Project Guide

Date: 4 April 2025
Place: Pune


Mr. Mukesh Gupta

Product Manager - Domain Consulting Group, Infosys
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A PROJECT REPORT

On

ANALYSIS OF PHARMACEUTICAL INDUSTRY

By

Hasmita Tilokchandani - 24121

Simran Maniyar - 24153

Khushbu Sukhwani - 24158

Anuja Shewale - 24160

Submitted to

SAVITRIBAI PHULE PUNE UNIVERSITY

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THROUGH

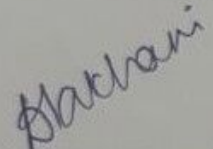
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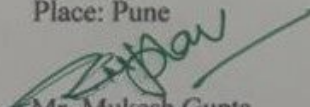
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This is to certify that the team of **Ms. Hasmita Shyam Tilokchandani, Ms. Simran Mohammadshafik Maniyar, Ms. Khushbu Laxman Sukhwani and Ms. Anuja Nitin Shewale**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on 'Comparative Study of Pharmaceutical Industry' in the subject '207- RM-02 - Desk Research'.

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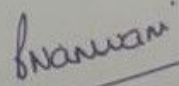

Dr. Divya Lakhani
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DESK RESEARCH REPORT

ON

AUTOMOBILE INDUSTRY

BY

24128- Neha Bidave

24131- Shruti Karemore

24143- Vaibhavi Parte

24149- Prajakta Desai

24156- Srushti Desai

SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR

THE COURSE

207 RM 02 - Desk Research

IN

MASTER OF BUSINESS ADMINISTRATION (MBA)

MBA 2024 PATTERN

UNDER THE GUIDANCE OF

DR. DIVYA YOGESH LAKHANI

THROUGH

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES

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6, KOREGAON ROAD, PUNE 411001

APRIL 2025



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This is to certify that the team of **Ms. Neha Tanaji Bidave, Ms. Shruti Chandrashekhar Karemore, Ms. Vaibhavi Santosh Parte, Ms. Prajakta Manojkumar Desai and Ms. Srushti Rajendra Kumar Desai**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on **'Comparative Study of Motor Car Industry'** in the subject **'207 – RM-02 - Desk Research'**.

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Dr. Divya Lakhani
Project Guide

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A PROJECT REPORT
On
ANALYSIS OF BANKING INDUSTRY

By

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SANSKRUTI PAWAR	24107
SAKSHI KUMBHAR	24109
KHUSHI GALANDE	24140
SNEHA DHABEKAR	24144
PRIYANKA KATARIYA	24152

Submitted to
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This is to certify that the team of **Ms. Vedika Prashant Galande, Ms. Sanskruti Pravin Pawar, Ms. Sakshi Vijay Kumbhar, Ms. Khushi Sham Galande, Ms. Sneha Amrut Dhabekar and Ms. Priyanka Pyarelal Katariya**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on '**Comparative Study of Banking Industry**' in the subject '**207 – RM-02 - Desk Research**'.

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**DESK RESEARCH REPORT
ON**

STEEL INDUSTRY

BY GROUP – 5

24112- VANALIKA ACHTANI

24116- RHEA BELSHER

24117- MUSKAAN AWATRAMANI

24123- ADITI PATHAK

24127-TAANVI YADAV

SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE COURSE

207 RM 02 – DESK RESEARCH

IN

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DR. DIVYA YOGESH LAKHANI

THROUGH

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This is to certify that the team of **Ms. Vanalika Lilaram Achtani, Ms. Rhea Shane Belsher, Ms. Muskaan Dinesh Awatramani, Ms. Aditi Jagdish Pathak and Ms. Taanvi Prabhakar Yadav**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on '**Comparative Study of Iron and Steel Industry**' in the subject '**207 – RM-02 - Desk Research**'.

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Date: 4 April 2025
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A PROJECT REPORT

On

COMPARATIVE STUDY OF LIFE INSURANCE INDUSTRY

By

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PALAK TIWARI - 24130

PRIYANKA PATIL - 24147

EKTA WADHWANI - 24151

Submitted to

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This is to certify that the team of **Ms. Zainab Ali Hasnain Parekh, Ms. Riya Surendra Bahadur Singh, Ms. Palak Brindavan Tiwari, Ms. Priyanka Rajendra Patil and Ms. Ekta Mahesh Kumar Wadhvani**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on '**Comparative Study of Life Insurance Industry**' in the subject '**207 – RM-02 - Desk Research**'.

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A PROJECT REPORT
On
COMPARATIVE STUDY OF IT INDUSTRY
BY

24114 - Bhagirathi Malage

24125 - Anisha Kale

24136 - Tanuja Neharkar

24137 – Shivani Deshmukh

24154 – Vaishnavi Khakre

Submitted to
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DESK RESEARCH REPORT

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24118 Komal Ruchandani

24142 Vaishnavi Shrirame

24161 Shagun Shinde

24164 Nithuna Johnson

SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE COURSE

207 RM 02 – DESK RESEARCH

IN

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MBA 2024 PATTERN

UNDER THE GUIDANCE OF

DR. DIVYA YOGESH LAKHANI AND DR. PROGNADIPTA DAS

THROUGH

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This is to certify that the team of **Ms. Janhvi Pravin Gaikwad, Ms. Komal Ruchandani, Ms. Vaishnavi Vasantrao Shrirame, Ms. Shagun Shinde and Ms. Nithuna Jonhson**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on '**Comparative Study of Cosmetics Industry**' in the subject '**207 – RM-02 - Desk Research**'.

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Divya Lakhani

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Director

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A PROJECT REPORT
On
ANALYSIS OF E-COMMERCE INDUSTRY

Submitted to
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IN
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THROUGH
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This is to certify that the team of Ms. Rutuja Nainkumar Rodge, Ms. Divya Mahesh Sadhwani, Ms. Nikita Nilesh Waghmare, Ms. Akshata Shivanand Govankop and Ms. Karishma Ishwar Kewlani, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on '**Comparative Study of E-Commerce Industry**' in the subject '**207 – RM-02 - Desk Research**'.

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A PROJECT REPORT

On

ANALYSIS OF AIRLINE INDUSTRY

By

24126 - Saima Bepari

24139 – Khushi Dhamani

24145- Rachna Borkar

24155 - Alisha Pagrut

24163- Muneebah Siddibilal

Submitted to

SAVITRIBAI PHULE PUNE UNIVERSITY

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IN

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This is to certify that the team of Ms. Saima Altaf Bepari, Ms. Khushi Karim Dhamani, Ms. Rachana Sunil Borkar, Ms. Alisha Gopalrao Pagrut and Ms. Muneebahsultana Abdul Haseeb Siddibilal, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on 'Comparative Study of Aviation Industry' in the subject '207 – RM-02 - Desk Research'.

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Dr. Divya Lakhani

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A
PROJECT REPORT
ON
ANALYSIS OF TELECOMMUNICATION INDUSTRY
BY

AISHWARYA BIRAJDAR 24133

RITIKA KAMBLE 24135

PRERNA GAIKWAD 24146

PRATIKSHA UTTEKAR 24148

KAJAL MISHRA 24159

SUBMITTED TO SAVITRIBAI PHULE UNIVERSITY
IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
ELECTIVE

DESK RESEARCH

IN

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNDER THE GUIDANCE OF

DR. DIVYA LAKHANI



THROUGH

SADHU VASWANI INSTITUTE OF MANAGEMENT

STUDIES PUNE – 411001

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Project Guide

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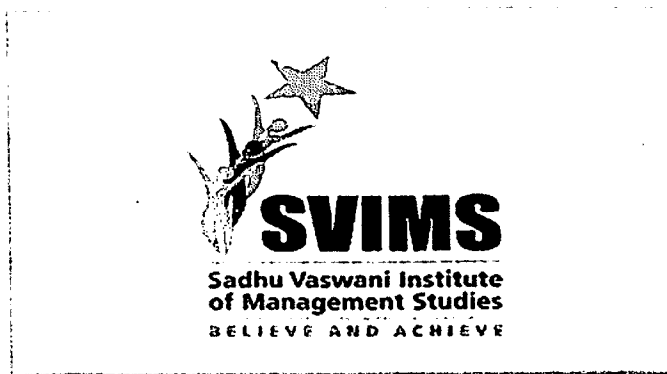
DR. B. H. NANWANI
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A PROJECT REPORT
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ANALYSIS OF FMCG INDUSTRY

Submitted to
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This is to certify that the team of **Ms. Saloni Upendra Mishra, Ms. Priyanka Santosh Kakade and Ms. Dhanashri Ravikant Sonone**, pursuing Master of Business Administration (Batch 2024-26) have successfully completed the Desk Research on '**Comparative Study of FMCG Industry**' in the subject '**207 – RM-02 - Desk Research**'.

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