

**A STUDY ON PROMOTIONAL MIX OF INSURANCE PRODUCTS  
AND ITS IMPORTANCE ON THE GROWTH OF THE  
BAJAJ ALLIANCE LIFE INSURANCE Co. Ltd**

A Project Report submitted to the Krishna University in Partial Fulfillment of the  
Requirements for the Award of the Degree of BACHELOR OF COMMERCE

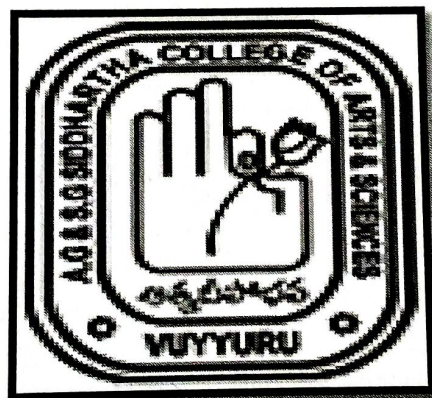
SUBMITTED

BY

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**AG & SG SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE-  
VUYYURE  
2020-21**

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## **CERTIFICATE**

This is to certify that the project entitled **A STUDY ON PROMOTIONAL MIX OF INSURANCE PRODUCTS AND ITS IMPORTANCE ON THE GROWTH OF THE BAJAJ ALLIANCE LIFE INSURANCE Co. Ltd** Submitted by **JOGI NAGA ANUSHA** is of this original research work. It does not form part of any previous report submitted to this university or any other Universities.

Place: VUYYURU  
Date:




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**Signature of External Examiner**

## DECLARATION

I hereby declare that the project entitled **A STUDY ON PROMOTIONAL MIX OF INSURANCE PRODUCTS AND ITS IMPORTANCE ON THE GROWTH OF THE BAJAJ ALLIANCE LIFE INSURANCE Co. Ltd** Submitted by me is my original research work. It does not form part of any previous report submitted to this university or any other Universities.

Place: VUYYURU

J. Naga Anusha  
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