

**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

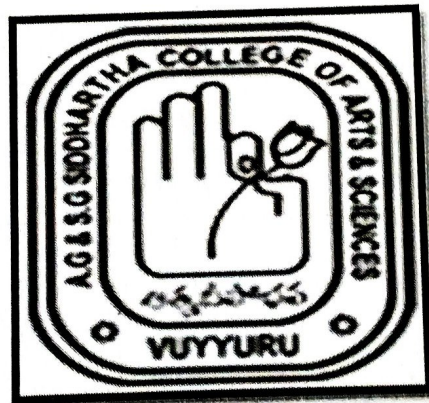
SUBMITTED

BY

KANDULA DIWAKAR



A.N.L. MANOHARI, M.Com
Lecturer in Dept. of Commerce




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

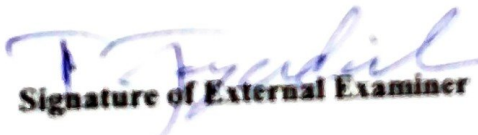
PROJECT GUIDE:
A.N.L. MANOHARI
Lecturer in Dept. of Commerce

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 **KANDULA DIWAKAR** 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:


DR. K. VENKATESWARLU
M.Com, M.B.A, PhD
H.O.D in Dept. of Commerce (U.G)
AG & SG SIDDHARTAHA COLLEGE OF ARTS & SCIENCE


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

k. diwakar.

KANDULA DIWAKAR

(Regd. No. 1821161)