

**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**

PROJECT GUIDE:
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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 **NAKKA VENKATESWARA RAO** 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

N. Venkateswara Rao
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