

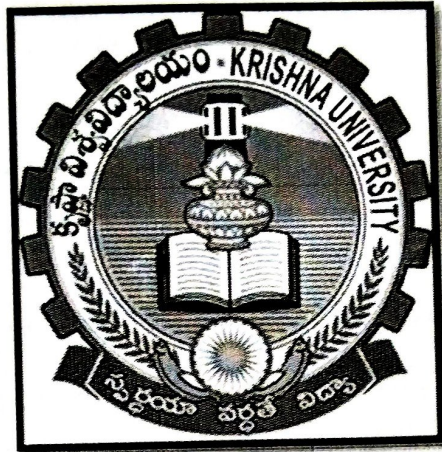
**A STUDY ON PROMOTIONAL MIX OF INSURANCE PRODUCTS  
AND ITS IMPORTANCE ON THE GROWTH OF THE  
BAJAJ ALLIANCE LIFE INSURANCE Co. Ltd**

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 **CHALAPATI KAVYA** 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 work submitted to this university or any other Universities.

Name: VUYYURU

*Ch. kavya .*  
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