



Maharashtra Shikshan Samiti's

# MAHARASHTRA MAHAVIDYALAYA

Tq. Nilanga Dist. Latur (MS)

Best Rural College Award by S.R.T.M. University, Nanded

NAAC Re-accredited with Grade B+ (CGPA 2.62) III Cycle

## Record Book

B.A., B.Com., B.Sc., B.C.A., B.Voc. (WPT/FPPS), M.Sc. (CS), M.Com.





Maharashtra Shikshan Samiti's

MAHARASHTRA MAHAVIDYALAYA, NILANGA



Tq. Nilanga, Dist. Latur

# Certificate

Exam. Seat No.: GF61794

Roll No. : \_\_\_\_\_

College Index No. 314

Class : M.Com Sy 11<sup>th</sup> Sem

Exam. Batch No.: \_\_\_\_\_

Division : \_\_\_\_\_

This is to certify that Mr./Miss. Darekar Pawan Manraj  
has satisfactorily completed the practical course in the subject. Marketing  
as per the syllabus laid down by the board / University during the academic  
year 2022 / 2023



Batch Incharge

Date : 105 / 2023

  
बहिस्थ परीक्षक

  
Head

Department Of Commerce  
Head of the Dep.  
Maharashtra Mahavidyalaya, Nilanga

# Index

Sr.No.	Name of the Experiment	Page No.	Date	Remarks
1)	Introduction			
2)	Company Profile			
3)	Research methodology			
	- Objective			
	- Scope			
	- Limitation			
	- Need (Significance			
	- of the study)			
4)	Methods of Data Collection			
5)	Analysis & Interpretation			
	- Findings			
	- Conclusion			
	- Suggestions			
6)	Appendices			
	- Bibliography			
	- Questionnaire			

## Introduction

We are one of India's leading providers of telecommunication services with a nation-wide presence in all the 23 licensed jurisdictions (also known as telecom circles). We served an aggregate of 88,270,194 customers as of December 31, 2008; of who 85,650,733 subscribe to our GSM services and 2,619,461 use our tele media services either for voice and broadband access delivered through DSL. We are largest wireless services provider in the country based on the number of subscribers as of December 31, 2008. We also offer an integrated suite of telecom solution to our enterprise customers, in addition to providing long distance connectivity both nationally and internationally, we have recently forayed into media by launching our OTH and ZPTN services. All the services are rendered under a unified brand "Airtel". The company also deploys, owns and manages passive infrastructure pertaining to telecom operations under its subsidiary Bharti Infratel Limited. Bharti Infratel owns 42% of Indus towers limited. Bharti Infratel and Indus towers are the two top providers to passive infrastructure services in India. In developing a market plan, your primary functions are to understand the needs and desires of your customers select or develop a product or services that will meet customer needs. develop



## Company Profile

Telecom Company Bharti Airtel is the flagship company of Bharti Enterprises. The businesses at Bharti Airtel have been structured into three individual strategic business units (SBUs)

1. Mobile services
2. Broadband and telephone services (BOT)
3. Enterprises Services.

The mobile services group provides GSM mobile services across India in 23 telecom circles. While I3 & T business group provides broadband & telephone services in 94 cities. The enterprise services group has two sub-sectors - Business (long distance services) and Services to Corporates. All these services are provided under the Airtel brand.

Airtel comes to you from Bharti Tele-ventures Limited - a part of the biggest private integrated telecom conglomerate, Bharti Enterprises in its nine years of pursuits of greater customer satisfaction. Airtel has redefined the business through marketing innovations. Continuous technological up gradation of the network. Introduction of new generation value added services and the highest standard of customer care.

Bharti is the leading cellular service provider with an all India footprint covering all 23 telecom circles of the country. It has covered 25 million satisfied customers.

Bharti Airtel Limited is a telecom MNC headquartered in New Delhi India. With a presence in 20 countries across the world its the 4<sup>th</sup> largest.