

A Summer Internship Project Report
On
GENERATING INSIGHTS ABOUT THE AXIS BANK BRAND
BASED ON CONSUMER PERCEPTION

Report submitted to MAKAUT in partial fulfillment for the requirement of the
degree of

MASTER OF BUSINESS ADMINISTRATION (Marketing)

Session: 2023 – 2025

Guided by: Prof. Niloy Kr Bhattacharya

Supervised by: Mr. Sanjoy das, Operations head Axis bank Durgapur



SUBMITTED BY:

SASWATA BANERJEE

ROLL NO : 1200923042

Date: 15-01-2025

CERTIFICATE OF COMPLETION

This is to certify that, SASWATA BANERJEE has successfully completed his Summer Internship with AXIS BANK LIMITED.

Summer Internship Project Details

Project Title: "Generating insights about the Axis Bank brand based on consumer perception"

Location: Durgapur Branch, City Centre, Durgapur

Duration: 8 weeks

Project Guide: Mr.Sanjoy Das [Operations Head, Durgapur Branch]

We wish good luck for his future endeavors and it was a pleasure having him at
AXIS BANK

Regards,

Axis Bank Ltd



Branch Head

Durgapur Branch
Durgapur