

Marketing Analysis and Strategic Recommendation for Enhancing
Restaurant Partner Acquisition by Zomato in Bardhaman



"Better food for more people"

Summer Internship Project Report

Submitted By-

MD Zabir Hussain

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Submitted To:

FACULTY OF MANAGEMENT STUDIES



Under the Supervision of

Internal Guide

Dr. Arunava Mookherjee
Professor,
Marketing Management
FMS, BCREC

External Guide

Aakash Kumar,
Operations Manager
(W.B & Orissa)
Zomato Pvt. Ltd.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

CERTIFICATE FROM THE COMPANY

zomato

Zomato.com
info@zomato.com

19-Sep-2024

TO WHOM IT MAY CONCERN

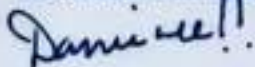
This is to certify that **Md Zabir Hussain (ZI3043)** was working at Zomato Limited from **24-Jun-2024** to **23-Aug-2024**. The last designation held by them was **Acquisition Ninja** in the **City - Supply Team**.

We thank them for their contribution and wish them the very best in all their future endeavors.

Sincerely,

For and on behalf of Zomato Limited,

Zomato Limited



Authorized Signatory

Daminee Sawhney
(Authorised Signatory)

ZOMATO LIMITED

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