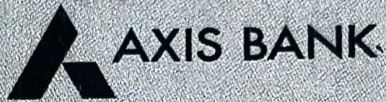


**SUMMER INTENSHP PROJECT REPORT**

**On**

**“Development of an Insightful Marketing Strategy for the Axis Bank ”**



The Project is submitted for the partial fulfillment of

**Master of Business Administration**

from **MAKAUT**



**FACULTY OF MANAGEMENT STUDIES**

**Dr. B.C ROY ENGINEERING COLLEGE**

**Report Submitted by :**

**Name : SUBHAM ROY**  
**Roll No. : 12000923050**  
**Institute : Dr. B.C ROY ENGINEERING COLLEGE**  
**Course : MBA**  
**Project Mentor : NILOY KUMAR BHATTACHARYA**  
**Company Name : AXIS BANK**  
**Industry Mentor : RAKSH KUMAR JHA**

Location : Durgapur

Date : 15/01/2025

**CERTIFICATE OF COMPLETION**

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

Summer Internship Project Details

Project Title: "Development of an Insightful Marketing Strategy for the Axis Bank"

Location: Station Bazar Branch,Durgapur

Duration: 8 weeks

Project Guide: Mr. Rakesh Kumar Jha Branch Manager Station Bazar branch Axis Bank.

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

Regards,

Axis Bank Ltd



Branch Head

Station Bazar Branch