



**RANI CHANNAMMA UNIVERSITY, BELAGAVI**

**B. V. V. Sangha's**

**BASAVESHWAR COMMERCE COLLEGE**

**BAGALKOT**



**MASTER OF COMMERCE**

**2021-2022**

**PROJECT REPORT ON**

**"MARKETING STRATEGIES OF ZOMATO"**

Internal Guide

**Prof.K.J.MALAJI**

External Guide

**MISS. DAMINEE SAWHNEY**

Submitted By

**MR.AJAY.A.KAMBLE**

**M.Com Final Year**

**Exam Seat No: MC205601**

Post Box No.: 59  
Exam Centre No.: 6205

08354 : 220229 (O)  
Fax : 08354-221712  
Mob : 9448302144

B.V.V.Sangha's



**BASAVESHWAR COMMERCE COLLEGE,**  
**BAGALKOT - 587 101.**

Dist : BAGALKOT)

(KARNATAKA STATE

**NAAC : B++**



**Dr. Jagannath V. Chavan**

Principal

M.A., M.Phil., Ph.D., SLET.

Ref. No: BCCB /

/20

Date 30/08/2022

Email : [bvvscommerce@gmail.com](mailto:bvvscommerce@gmail.com) [bccb\\_evaluation@rediffmail.com](mailto:bccb_evaluation@rediffmail.com)  
website : [bvvsbccb.org](http://bvvsbccb.org)

**CERTIFICATION OF APPROVAL**

This is to certify that project entitled "**Marketing Strategies on Zomato**" is being submitted by **Mr. Ajay Ashok Kamble**, a student of M.Com final year (Reg No : MC205601) has satisfactorily completed his project work for fulfilment of M.Com degree by **Rani Channamma University Belagavi**.

Prof Smt. K. J. Malaji  
Internal Guide

Prof Smt. K. J. Malaji  
Co - Ordinator & HOD

Dr. Jagannath. V. Chavan  
Principal  
BVVS Commerce College  
Bagalkot

August 30, 2021

CERTIFICATE

This is to certify that Mr. Ajay Ashok Kamble (MC205601) Mcom Fourth Semester student of Basaveshwar Commerce College (PG Dept) Bagalkot has carried out the project work entitles "Marketing Strategies Of Zomato" by working at Zomato Limited as a student with Supply – Retail Team from May 02, 2022 to August 30, 2022. During his work he has been found sincere and hard working.

I wish him the very best in all his future endeavors.

Sincerely,

For and on behalf of Zomato Limited,

*Daminee!!*

Daminee Sawhney

(VP, Operations)

---

**ZOMATO LIMITED**

(Formerly known as Zomato Private Limited and Zomato Media Private Limited)

Registered Address: Ground Floor 12A, 94 Meghdoot, Nehru Place, New Delhi - 110019, Delhi, India.

CIN: L93030DL2010PLC198141, Telephone Number: 011 - 40592373