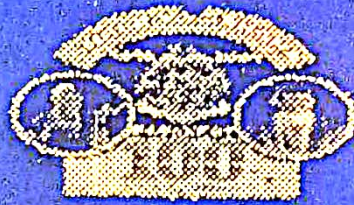


**RANI CHANNAMMA UNIVERSITY, BELAGAVI**



**B.V.V. SANGHA'S  
BACHELOR OF BUSINESS ADMINISTRATION**



**BASAVESHWAR COMMERCE COLLEGE**

**BAGALKOTE - 587101**

**2021-2022**

**Project Report On:**

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS MAHINDRA CARS™**

**AT**

**Santhosh Autowings pvt.ltd**

**SUBMITTED BY**

**Mr. Shashankaraddi Gadagi**

**[B1916656]**

**INTERNAL GUIDE**

**Prof. Sheetal Barshi**

**EXTERNAL GUIDE**

**Mr. Ajith K**

**CO-ORDINATOR**

**Prof. Vidya L V**

**PRINCIPAL**

**Dr. Jagannath V.C**

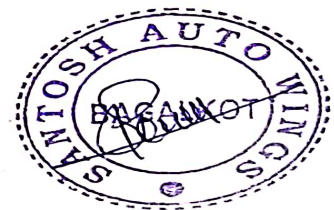


 **Sentosh Auto Wings**  
Mahindra Automotive Division  
By No-8/5, NH-13 Bypass, Near Gndeg: Neta, Rambhapur Cross,  
Bapur-586109 Ph No 08352-240133 sales@mm-saw.co.in

**Mahindra**

### CERTIFICATE

This is to certify that **Mr. SHASHANKARADDI GADAGI** bearing reg.no B1916656, is a student of Bachelor of Business Administration third year studying in Basaveshwar Commerce College, Bagalkot have taken up research project on “**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS MAHINDRA AT SANTHOSH AUTO WINGS PVT LTD**” in our organization from 24.04.2022 to 25.05.2022. During his tenure in our organization, he was hard working and sincere in carrying on the project. We wish him a great career



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

B.V.V.Sangha's

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



**BASAVESHWAR COMMERCE COLLEGE,**

**BAGALKOT - 587 101.**

Dist : BAGALKOT)

(KARNATAKA STATE



**NAAC : B++**

**Dr. Jagannath V. Chavan**

Principal

M.A.,M.Phil.,Ph.D., S.L.E.T.

Ref. No.: BCCB /

/20

Date 10/06/2022.

Email : bvvscommerce@gmail.com bccb\_evaluation@rediffmail.com  
website : bvvsbccb.org

**CERTIFICATE OF APPROVAL**

This is to certify that **Mr. SHASHANKARADDI GADAGI [B1916656]** of  
B.B.A VI<sup>th</sup> Semester has successfully completed his project entitled "STUDY ON  
**CONSUMER BUYING BEHAVIOUR**" at Santhosh Auto Wings Bagalkot.

Internal Guide

Prof. Sheetal V. Barshi

H.O.D & Co-ordinator

Prof. Vidya I. Vastrad

Principal

Dr. J.V. Chavan

68  
80