



Sinhgad Technical Education Society
Sinhgad Institute of Business Administration and Research

Research Projects

Consultancy

SN	Project Title	Name of the Company
1	JP Morgan - ValueNotes Investor Confidence Survey Wave 5	Value Notes Pvt. Ltd
2	JP Morgan - ValueNotes Investor Confidence Survey Wave 8	Value Notes Pvt. Ltd
3	JP Morgan - ValueNotes Investor Confidence Survey Wave 9	Value Notes Pvt. Ltd

Projects - Students

SN	Project Title	Name of the Company
1	Working Capital Management	Trident Services Pvt. Ltd.
2	Sectoral study - Road construction equipment industry, Thermal power plant, Telecom sector	Business Development bureau
3	Segment Research - Sugar, Baking powder, Metals, Leather, Paper, Paint, Glass	Digit-5 India Pvt.Ltd.
4	Distribution Benchmarking & Improving Plan	Reliance Communication
5	Marketing for Software Products	Spectrum Web Infotech
6	New Product Launch Campaign and Brand Awareness of Whirlpool products in different markets .	GMPSL - Whirlpool India Ltd
7	Dealer Satisfaction Survey/ Customer Satisfaction Survey	Deepak Fertilizers/ Tata Automobiles
8	Exchange Rate Fluctuations and effect on Profitability	Hansa Management Service

Live Projects - Students

SN	Project Title	Name of the Company
1	Customer Preferences for Wrist Watches with a Special Reference to super fibre form Titan Sonata	zero and One media Consultants - Titan Industries Ltd.
2	To Analyze the Consumer Behavior Towards Mobile Services in Telecom Sector at Sinhgad Kondhwa Campus	Aircel

Live Projects - Faculty

SN	Project Title	Name of the Company
1	Experience, Effectiveness, Efficiency, Efficacy	Glodyne
2	Product testing	I VB Live
3	Product Testing	i-Lotus