



A PROJECT REPORT ON

**THE IMPACT OF PROMOTIONAL STRATEGIES FOR GRWOTH AND
DEVELOPMENT OF MUTUAL FUNDS IN INDIA – AN ANALYTICAL STUDY
ON GROWTH OF AUM OF TOP THREE MUTUAL FUNDS**

SUBMITTED TO

St. Mira's College for Girls, Pune

Autonomous (Affiliated to Savitribai Phule Pune University)

UNDER THE GUIDANCE OF

PROF. GILBI JOHN

FOR THE PARTIAL FULFILLMENT OF MASTERS OF COMMERCE
(ADVANCED ACCOUNTANCY AND TAXATION)

(M.COM 2023-24) SEMESTER - IV

BY:

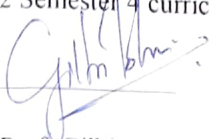
MADHU SURESH KHEDKAR (6705/MC221133)



SADHU VASWANI MISSION'S
St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 4
[ARTS, COMMERCE, SCIENCE, BSc (Computer Science), BBA, BBA(CA)]
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CERTIFICATE

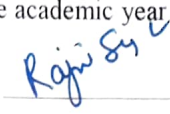
This is to certify that Ms. Madhu Suresh Khedkar (Roll no: 6705 / Seat no: MC221133) has successfully completed a Project titled "The Impact of promotional strategies for growth and development of Mutual Funds in India - An Analytical study on growth of AUM of top Three mutual funds." The same constitutes a part of MCOM curriculum Part 2 Semester 4 curriculum for the academic year 2023-24.



Prof. Gilbi John

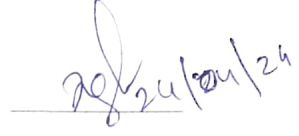
Project Guide

(Internal Examiner)



Dr. Rajni Singh

Course Coordinator



External Examiner



Student Sign

