

# Sales and distribution of amul



**ASSIGN  
BUSTER**

Promotion of amul fresh malai paneer in institutions 2. Penetration of amul buttermilk and amul lassee 3. Brand awareness of amul through amul vidyashree and amul vidyabhushan awards has been accomplished under the guidance of Prof. H. S. Barari. Signature Bhushan Persingwar This is to certify that the study presented by Bhushan Persingwar to the Chetana's R. K. Institute of Management and Research, in part completion of the MMS summer project under the title 1. Promotion of amul fresh malai paneer in institutions 2. Penetration of amul buttermilk and amul lassee 3.

Brand awareness of amul vidyabhushan awards through amul vidyashree and amul has been done under the guidance of Prof. H. S. Barari. The project is in the nature of original work that has not so far been submitted for any program of Chetana's R. K. Institute of Management and Research or any other University / Institute. References of work and related sources of information have been given at the end of the report. Prof. H. S. Barari

ACKNO ) for the guidance provided. This project would not have reached its end without the supervision and direction which they gave. I thank them for spending their valuable time and energy in guiding me throughout this project and for certifying me of my successful completion of the project report. I take this opportunity to express my deep gratitude to Prof. H. S. Barari who has always been there to guide me throughout this project report.