STUDENT DEVELOPMENT PROGRAMME





GROUP 1 – TEAM PRARAMBHA

MENTEE's

SUB - GRP 1 MM

SUB - GRP 2 [FM]

SUB - GRP 2 [MM]

1. SHREE SHINDE

6. AASHUMATI SALUNKHE 10. SAKSHI BHOSALE

2. SHARIYA SHAIKH 7. ASHOK BAYAD

11. KAJAL PATEL

3. ARSHAD SHAIKH

8. ROHIT RAGHWANI

12. NILANSH SHINGRU

4. ARKAN KHAN

9. KALPESH KANADE

13. ADITYA DURGE

5. PRANAY AGAME

14. SURYAPRAKASH

MENTOR: Dr. RAJENDRA AGAVANE



INTRODUCTION

Veena World,

Established in 2013, is a prominent Indian travel company offering a diverse range of domestic and international holiday packages. The company operate across five key verticals: group tours, customized holidays, corporate travel, inbound travel, and foreign exchange services. With a mission to make travel affordable through continuous innovation, Veena World has grown to a team of over 600 employees, providing professionally planned holidays with a personal touch.



TOP 5 PLAYERS IN TOURISM INDUSTRY

TUI GROUP (GERMANY)

EXPEDIA GROUP (USA)

INTREPID TRAVEL (AUS)

G
ADVENTURES
(CANADA)

ABERCROMBIE & KENT (USA)



BOTTOM 5 PLAYERS IN TOURISM INDUSTRY

THRILLOPHIL IA (INDIA)

THOMAS COOK (UK) GO4EXPLORE (INDIA)

INDUS TRAVEL (INDIA)

KIOMOI TRAVEL (INDIA)

HEADQUARTERS Its headquarters in Mumbai, Maharashtra, Veena World has established itself as a trusted brand in the **POPULAR** travel industry, offering well-planned, affordable, **DESTINATIONS** and hassle-free travel experiences. Europe, USA, Australia, Dubai, Thailand, Japan, **SERVICES** India (Domestic Tours) Domestic & International Tours, Group Tours, Customized Holidays, Corporate Travel, **SOCIAL MEDIA** Cruise Holidays, MICE (Meetings, Incentives, **PRESENCE** Conferences, and Exhibitions; TARGET AUDIENCE Active on Facebook, Instagram, YouTube, Twitter, Linkedin Families, Solo Travelers, Corporate Clients, USP Senior Citizens, Honeymoon Couples Affordable, well-planned, and hassle-free travel **KEY FEATURES** experiences with expert guidance All-Inclusive Packages, Guided Tours, Customizable Itineraries, Competitive Pricing, Expert TravelAssistance



COMPARISON OF VEENA WORLD & KESARI TOURS



2,000+ blogs, 500+ podcast episodes to engage travelers.

Content Marketing

Limited focus on content marketing

Uses programmatic SEO, gaining 850,000+ monthly organic visits.

SEO & Digital Strategy Less emphasis on SEO and digital marketing.

Digital transformation to enhance engagement.

User Experience Relies on traditional marketing approaches.



COMPARISON OF VEENA WORLD & KESARI TOURS



No dedicated educational programs.

Educational Initiatives

Operates Kesari
Academy for travel & tourism courses.

Redesigns travel packages and communication based on trends.

Market Adaptation Introduces new products/services based on demand.

Focuses on innovation and digital presence.

Brand Positioning

Leverages 40+ years of legacy and customer trust.

Infographic: Automotive & Electronics Industries

Key Insights, Trends, Challenges & Opportunities

SUB - GRP 2 [FM]

Automotive Industry Overview

- Involves design, production, and sale of vehicles

- Key players: Ford, Toyota, Tesla (EV focus)

- Trends: Sustainability, tech integration, electrification

Electronics Industry Overview

- Includes consumer & industrial electronics

- Major companies: Samsung, Intel, Apple

- Trends: AI, IoT, 5G technology, miniaturization

Market Insights



- Automotive: Multi-trillion dollar market, shift to EVs

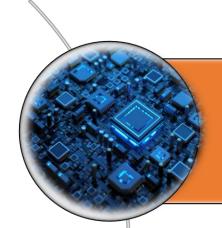


- Electronics: High-profit margins, driven by innovation





Regulations & Compliance



- Automotive: Safety (NHTSA), emissions (EPA, EU)



- Electronics: Product safety (FCC), environmental rules (RoHS, WEEE)

Challenges & Opportunities

Automotive: Supply chain issues, EV transition, competition - Electronics: R&D costs, semiconduct or shortages, regulations Opportunitie
s: Innovation
in AI, IoT,
connected
vehicles,
sustainability

MAHINDRA & MAHINDRA LTD

REVENUE

₹305.38 billion, a 20% increase compared to the same period in the previous year.

PAT

₹29.64 billion, a 19% rise year-over-year.

OPERATING MARGIN

Improved to 15.5%, attributed to strong demand for SUVs and tractors.

SAMSUNG ELECTRONICS

REVENUE

• 67.40 trillion Korean won, a 12% increase from the previous quarter but a 12% decrease year-over-year.

OPERATING PROFIT

• 6.5 trillion Korean won, significantly below analysts' expectations of 7.7 trillion won, marking a 29% decline from the third quarter

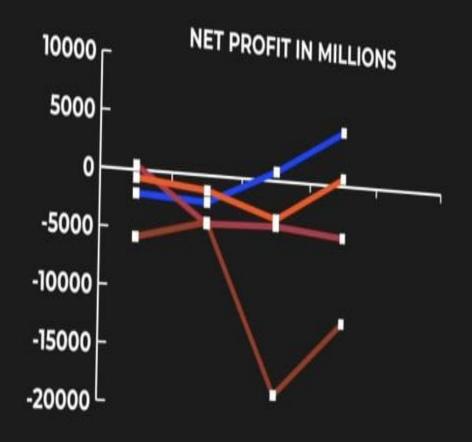


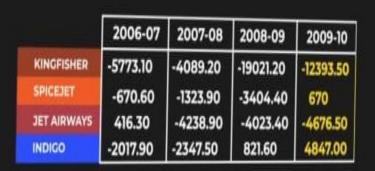


INTRODUCTION

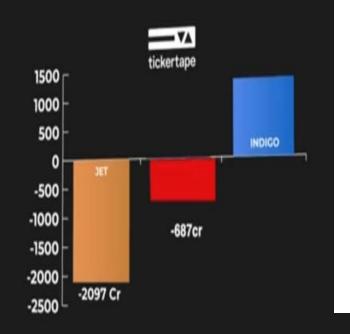
IndiGo Airlines, India's largest airline by market share, was founded in 2006 by Rahul Bhatia (InterGlobe Enterprises) and Rakesh Gangwal (a former US Airways executive). The airline started operations on August 4, 2006, with its first flight from New Delhi to Imphal via Guwahati.IndiGo quickly gained popularity due to its low-cost model, punctuality, and customer-friendly service. The airline followed a strategy of fleet standardization, high aircraft utilization, and lean operations, helping it become one of the most profitable airlines in India. Over the years, IndiGo expanded domestically and internationally.



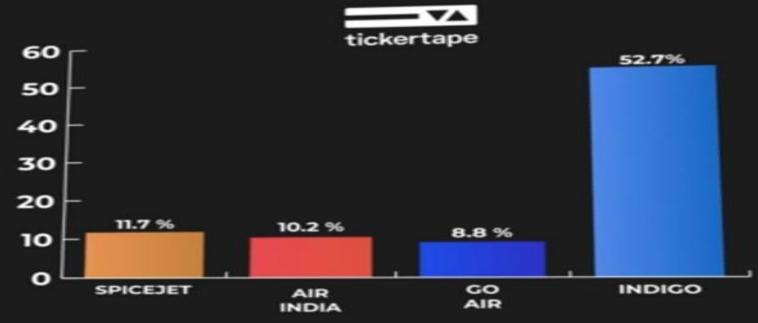




(in Million Rs)



GRAPHICAL EXPLANATION



INDIGO AIRLINES "ON TIME, EVERYTIME"

BRIEF:

IndiGo is india's largest airline.its core value are safety consistency, service, humidity & the power of WE

POPULAR DESTINATION:

Asia,The United States, Europe

HEADQUATERS:

Gurgoan, India

INDIGO AIRLINES

KEY FEATURES:

Low fares, on-time performance,travel insurance, paid meals,operational efficiency

Services:

IndiGo Airlines offer variety of services,including economy class setting, in-flight food & drinks & add-on services

TARGET AUDIENCE:

Budgets conscious travelers, business travelers, families, students, & tourists

IndiGo 7 IndiGo



SpiceJet



Providing on-time, hasslefree, low-cost travel experiences,

······ VISION ······•

Affordable flying for everyone with a focus on regional connectivity.

Business travelers, frequent flyers, & budget conscious travelers.

TARGET

Budget-Conscous teavelers, regional passengers,& leisure travelers,

point-to-point connectivity, high-frequency routes, seamless domestics & international travel.

SERVICE ... OFFERINGS

4.....

Low-cost domestic & international flights, regional connectivity under UDAN Scheme.

Punctuality, effective operations,& strong brand image in low-cost carrier segment.

USP

Dynamic pricing, aggressive discount strategies, & regional expansion

High costomer satisfaction due to On-time performance & smooth operations.

...COSTMER REVIEW &...

Competitive pricing but occasional service & punctuality concerns.



HAPPY THOUGHTS