

STUDENT DEVELOPMENT PROGRAMME





TOPIC :
DESK RESEARCH

GROUP 1 – TEAM PRARAMBHA

MENTEE's

SUB - GRP 1 [MM]

1. SHREE SHINDE
2. SHARIYA SHAIKH
3. ARSHAD SHAIKH
4. ARKAN KHAN
5. PRANAY AGAME

SUB - GRP 2 [FM]

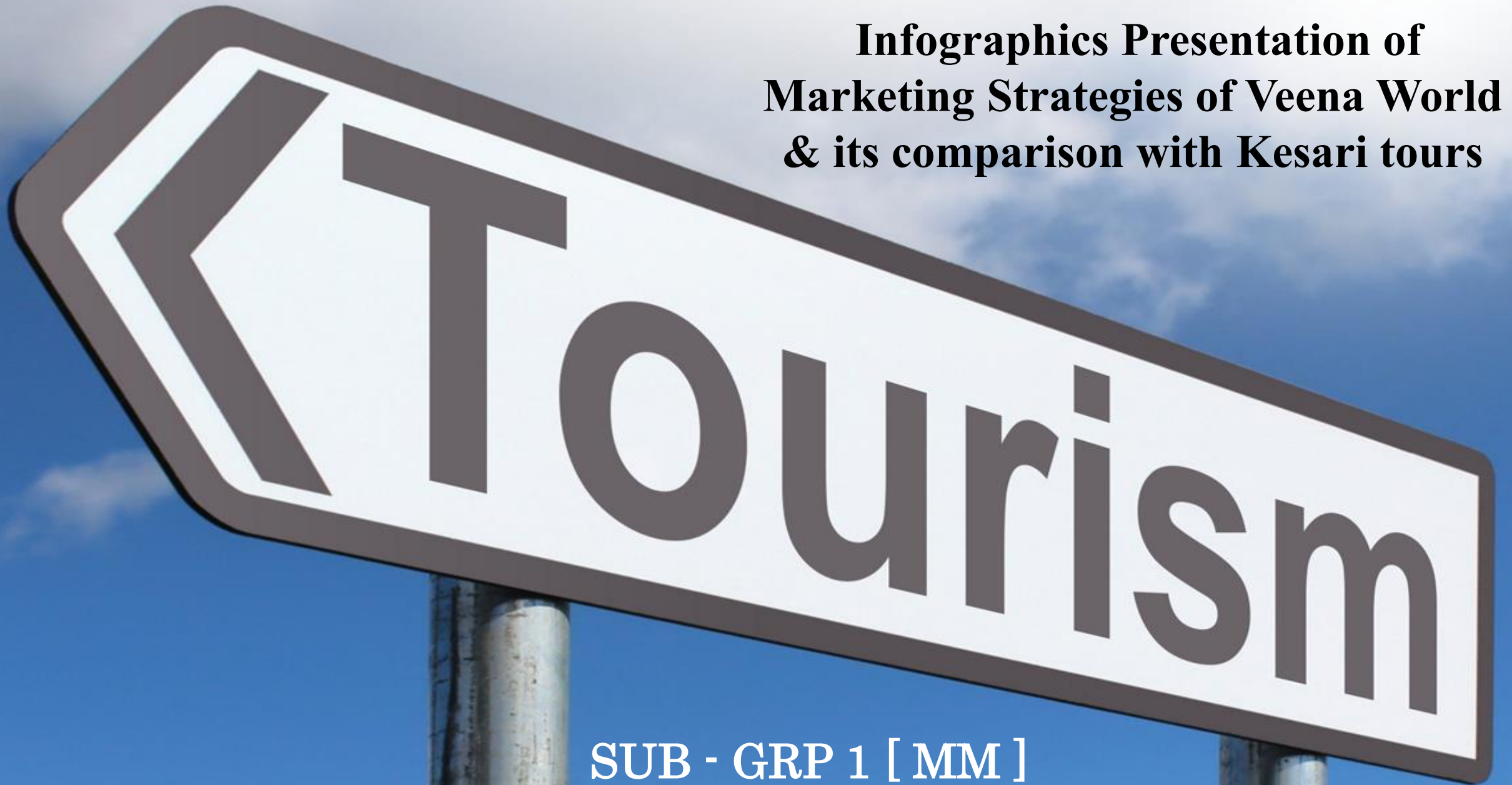
6. AASHUMATI SALUNKHE
7. ASHOK BAYAD
8. ROHIT RAGHWANI
9. KALPESH KANADE

SUB - GRP 2 [MM]

10. SAKSHI BHOSALE
11. KAJAL PATEL
12. NILANSH SHINGRU
13. ADITYA DURGE
14. SURYAPRAKASH

MENTOR : Dr. RAJENDRA AGAVANE

**Infographics Presentation of
Marketing Strategies of Veena World
& its comparison with Kesari tours**



SUB - GRP 1 [MM]

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)**

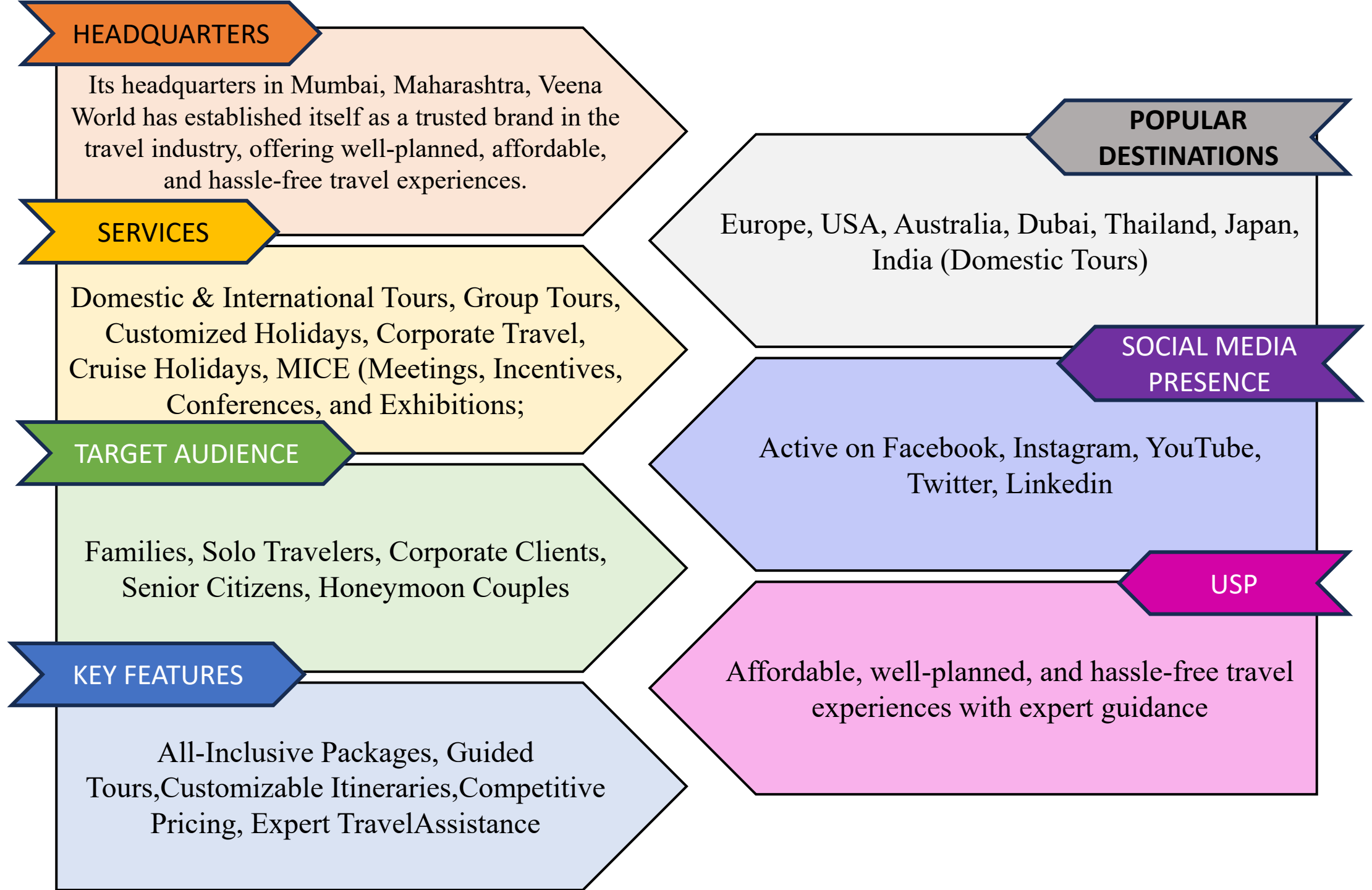
**THOMAS COOK
(UK)**

**GO4EXPLORE
(INDIA)**

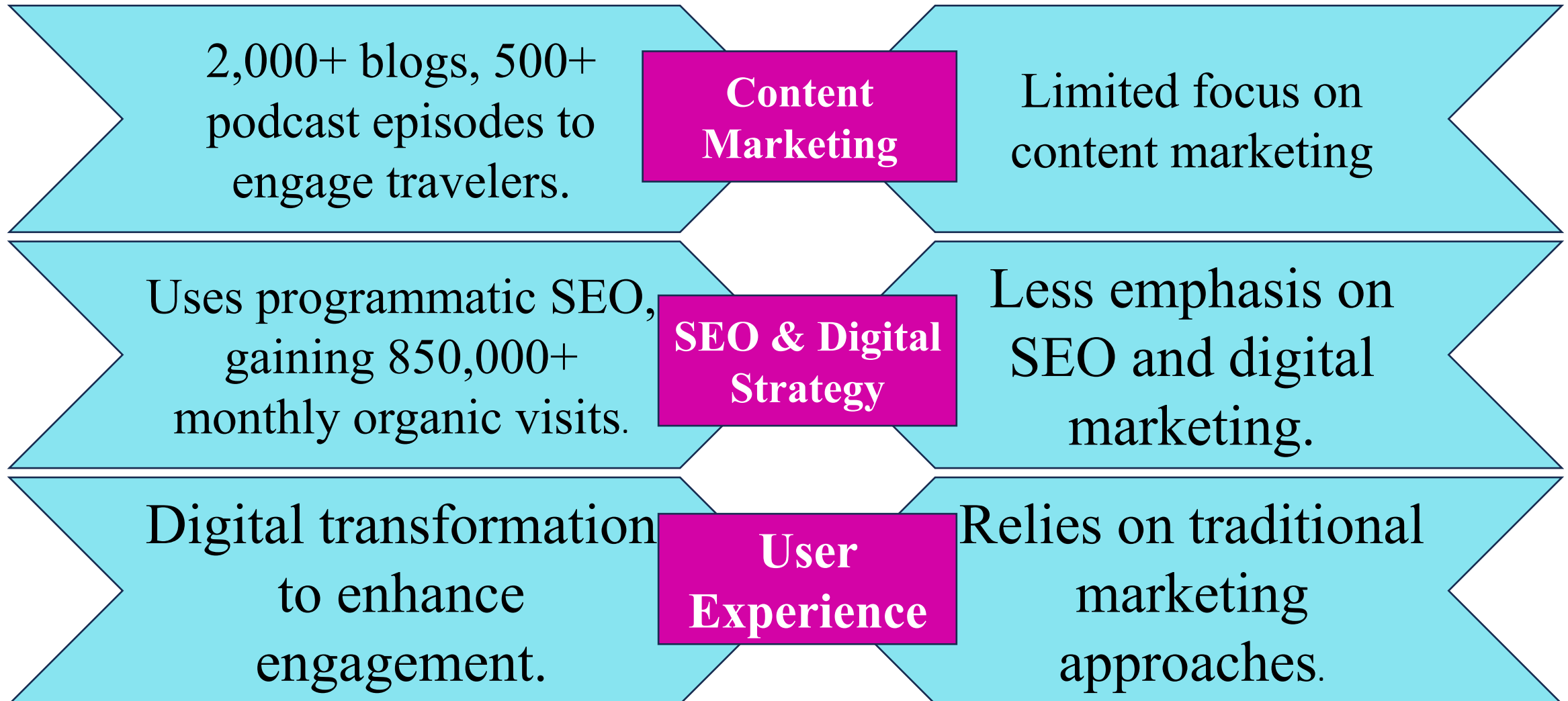
**INDUS TRAVEL
(INDIA)**

**KIOMOI TRAVEL
(INDIA)**

INFGRAPHICS



COMPARISON OF VEENA WORLD & KESARI TOURS



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]

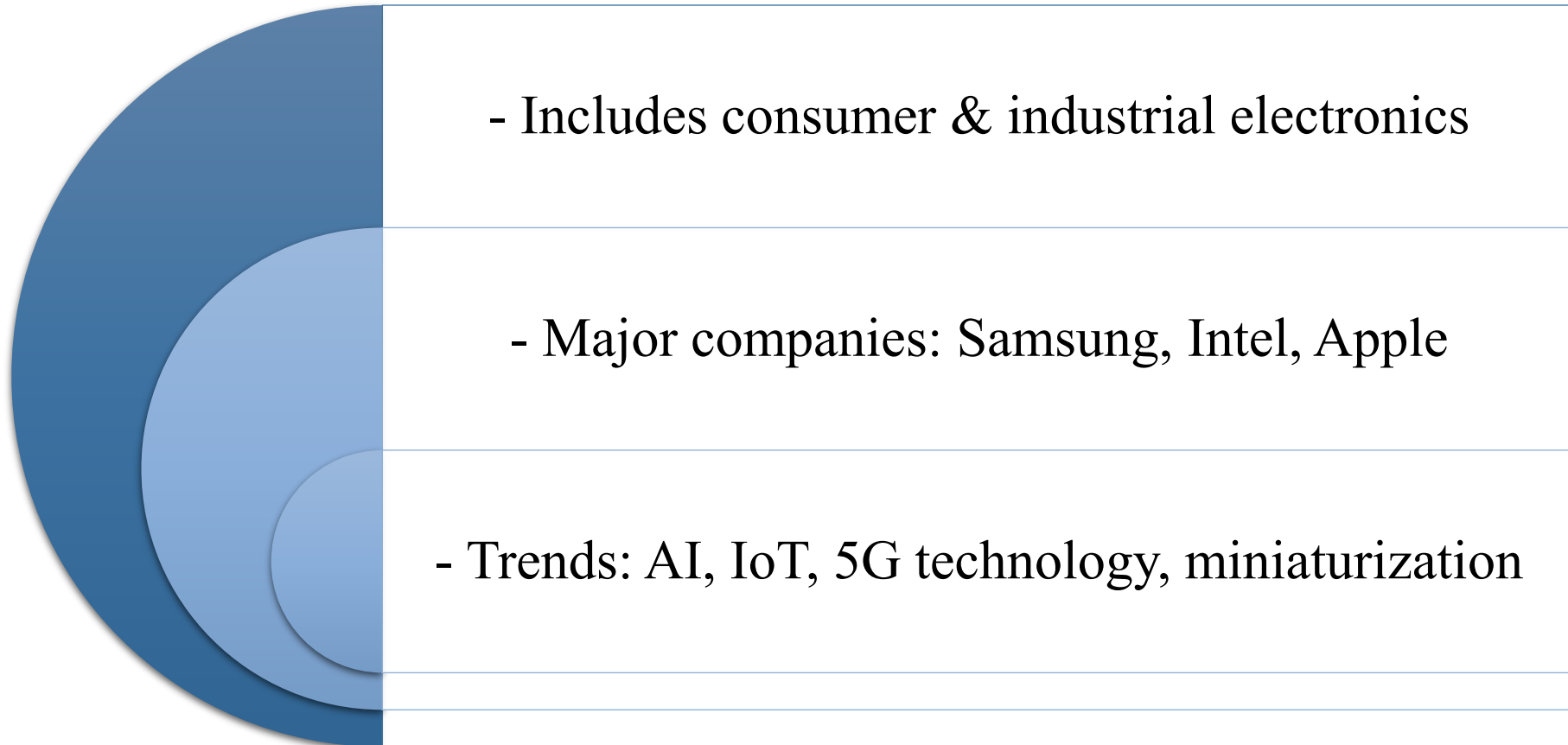
Automotive Industry Overview

- Involves design, production, and sale of vehicles

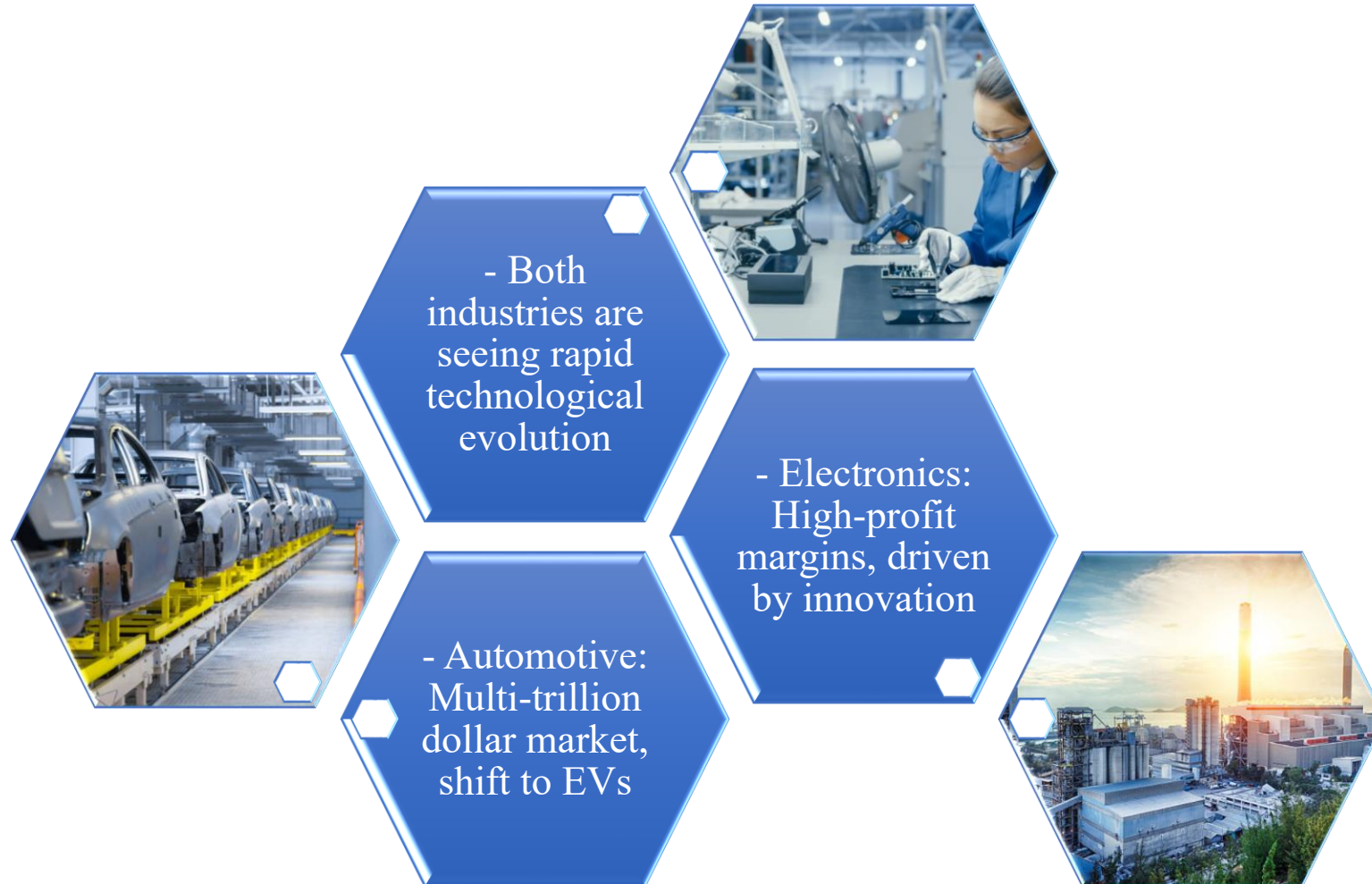
- Key players: Ford, Toyota, Tesla (EV focus)

- Trends: Sustainability, tech integration, electrification

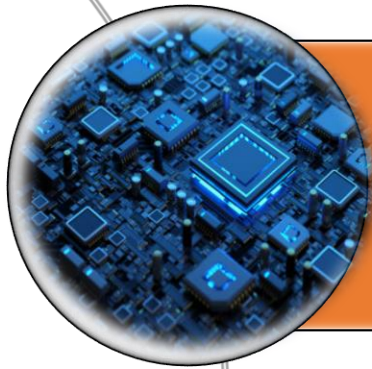
Electronics Industry Overview



Market Insights



Regulations & Compliance

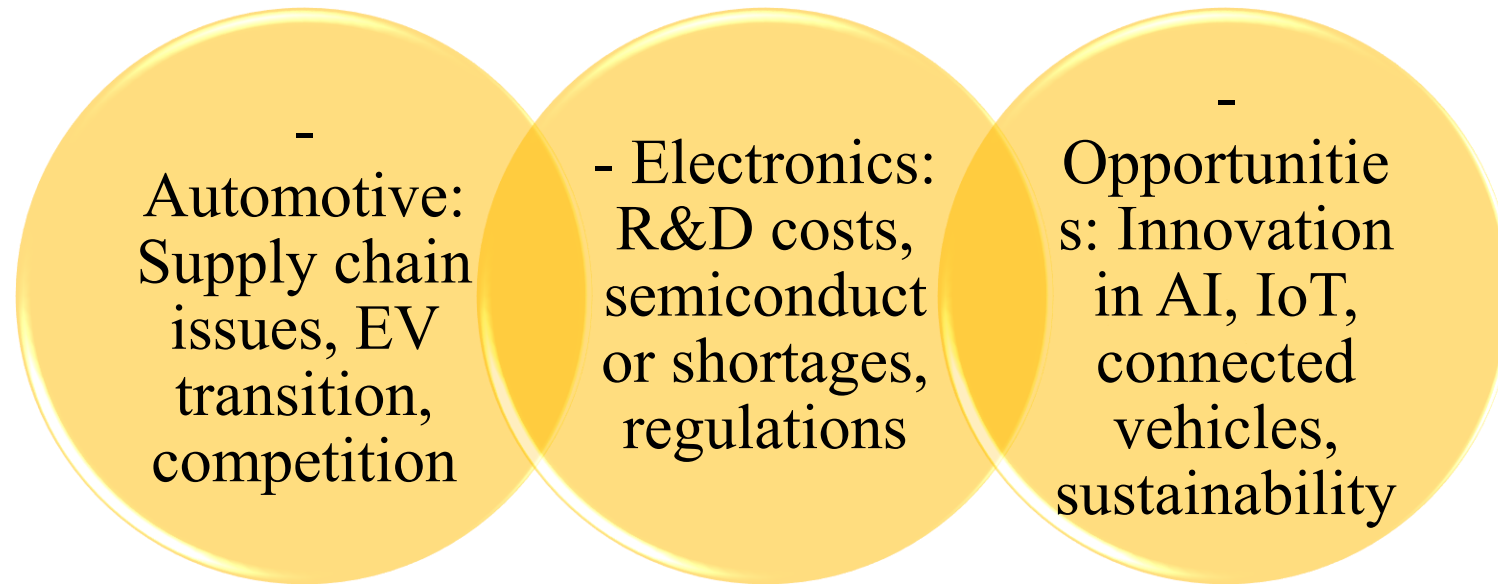


- Automotive: Safety (NHTSA), emissions (EPA, EU)



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

Challenges & Opportunities



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

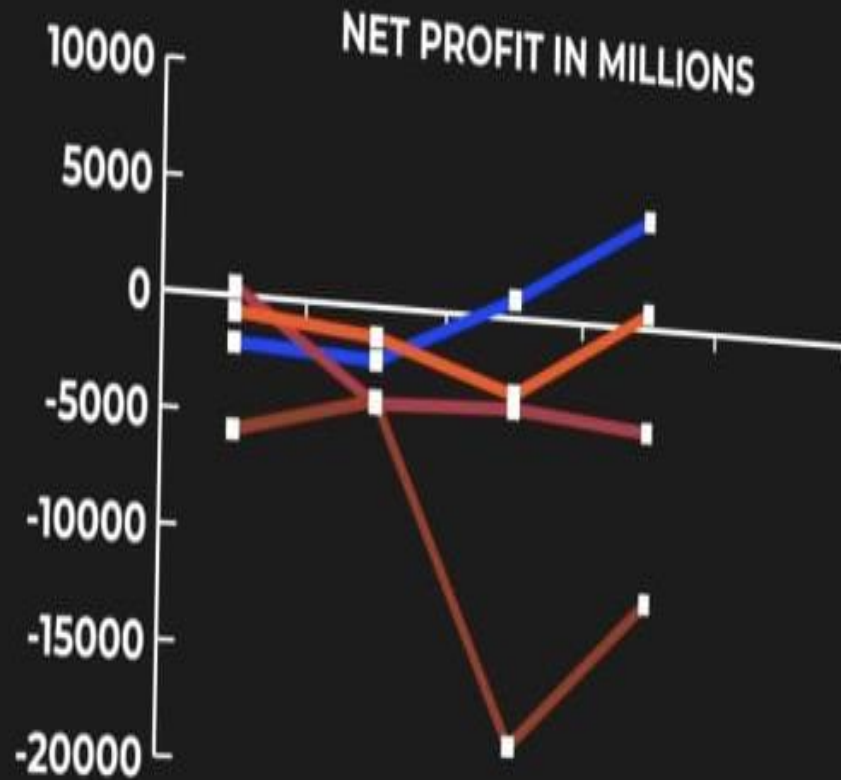
Infographics Presentation of Marketing Strategies of IndiGo Airlines & its comparison with SpiceJet Airlines



INTRODUCTION

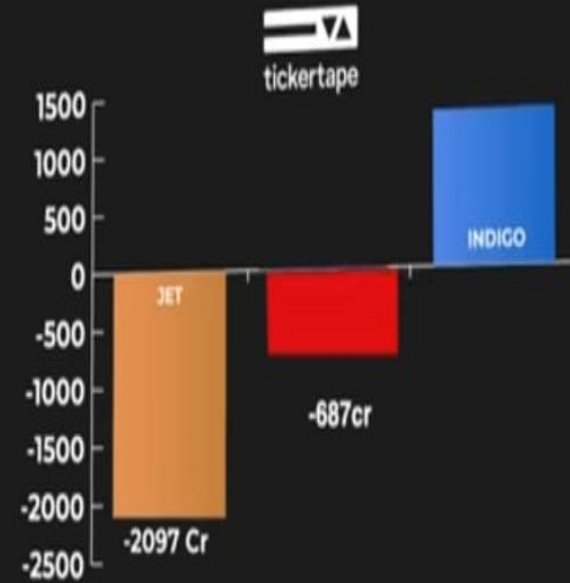


IndiGo Airlines, India's largest airline by market share, was founded in 2006 by Rahul Bhatia (InterGlobe Enterprises) and Rakesh Gangwal (a former US Airways executive). The airline started operations on August 4, 2006, with its first flight from New Delhi to Imphal via Guwahati. IndiGo quickly gained 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.

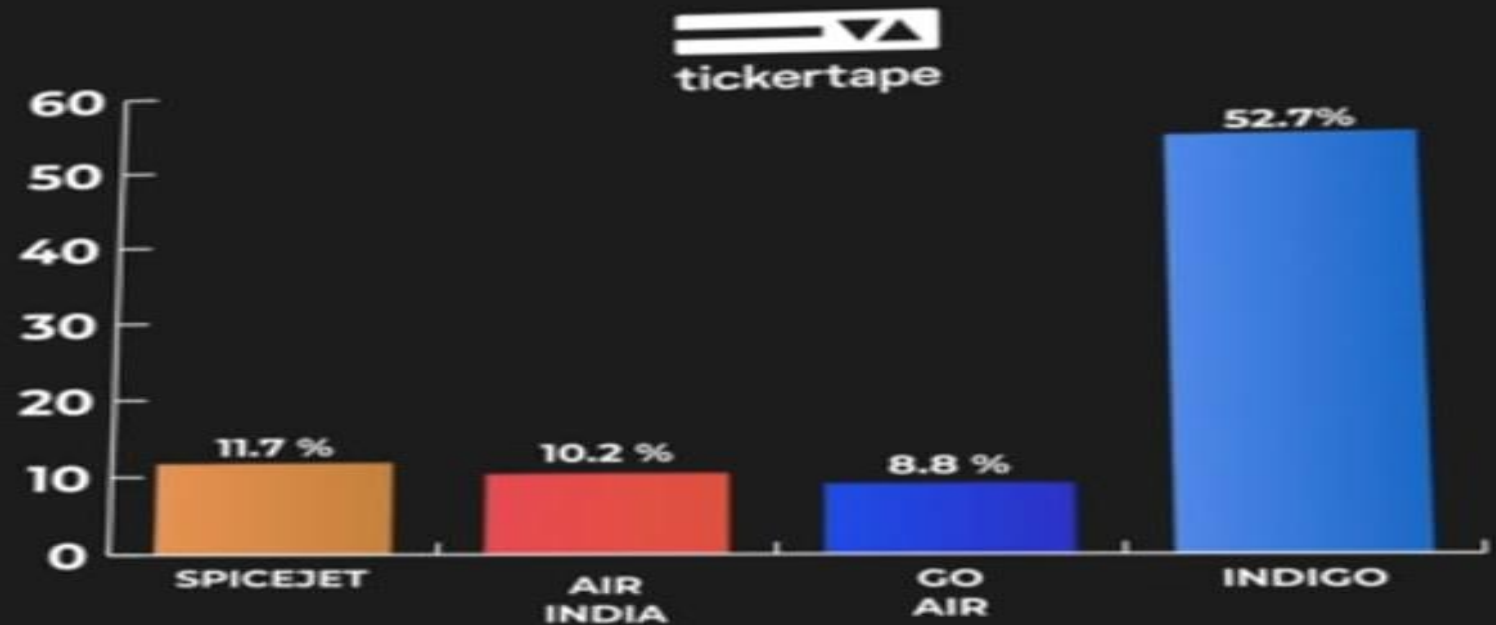


	2006-07	2007-08	2008-09	2009-10
KINGFISHER	-5773.10	-4089.20	-19021.20	-12393.50
SPICEJET	-670.60	-1323.90	-3404.40	670
JET AIRWAYS	416.30	-4238.90	-4023.40	-4676.50
INDIGO	-2017.90	-2347.50	821.60	4847.00

(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

HEADQUARTERS:

Gurgoan , India .

INDIGO AIRLINES

KEY FEATURES :

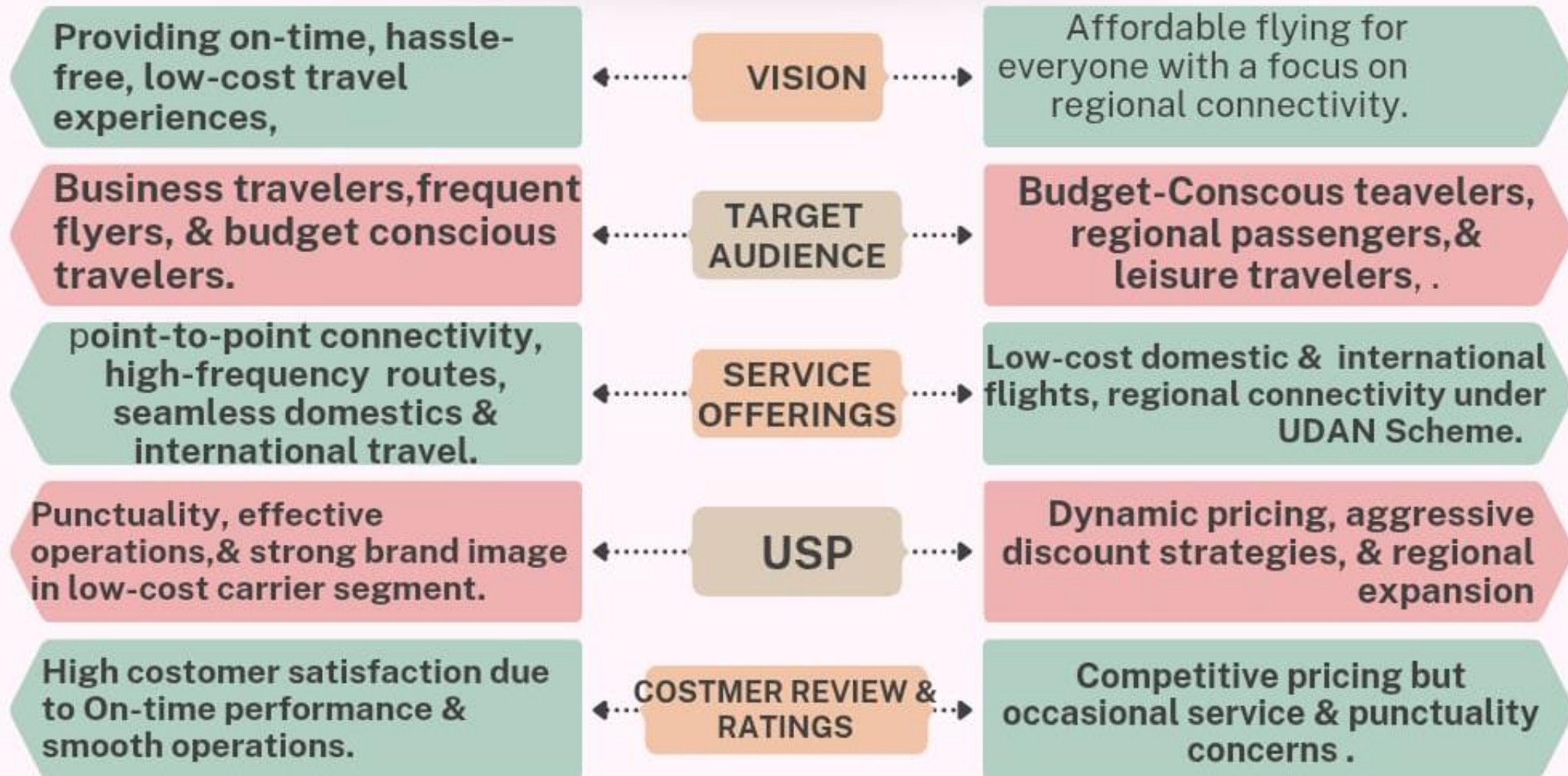
Low fares, on-time
performance,travel insurance, paid
meals,operational efficiency

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





**HAPPY
THOUGHTS**