

**MARKETING STRATEGIES FOR FAST MOVING  
CONSUMER GOODS OF CYCLE PURE  
AGARBATTIES**

Submitted by

**Mr. DARSHAN B. S.**

IV Semester M.B.A.

Reg. No.: P01ZZ21M0056

Under the Guidance of

**Prof. D.ANAND**<sub>M.B.A, Ph.D.</sub>

Professor

DOS in Business Administration

Project Report submitted to the University of Mysore in fulfillment of  
the requirement of IV Semester M.B.A. Degree Examination 2023.

**B.N.Bahadur Institute of Management Sciences,**

**Manasagangothri, University of Mysore,**

**Mysore – 570006.**

# UNIVERSITY OF MYSORE

**B.N.BAHADUR INSTITUTE OF MANAGEMENT SCIENCES**

**UNIVERSITY OF MYSORE, MANASAGANGOTHRI**


**MYSORE-570006.**

## GUIDANCE CERTIFICATE

The project report titled “**Marketing Strategies for Fast Moving Consumer Goods of Cycle pure agarbatties**” is prepared by **DARSHAN.BS**, under my guidance. This report is submitted to University of Mysore in partial of the requirement of IV semester MBA Degree Examination-2023.

Date: 23-08-2023

Place: Mysore

  
Prof. D. ANAND

**UNIVERSITY OF MYSORE**

**B.N.BAHADUR INSTITUTE OF MANAGEMENT SCIENCES  
UNIVERSITY OF MYSORE, MANASAGANGOTRI**


**MYSORE-570006.**

**CERTIFICATE**

This is to certify that **DARSHAN.BS**, student of IV semester MBA course in this institute has prepared the project report titled **Marketing Strategies for Fast Moving Consumer Goods of Cycle Pure Agarbatties** in partial fulfillment of the requirement of IV semester MBA Degree Examination-2023.

Date: 23-08-2023

Place: Mysore

  
Prof. S.J MANJUNATH  
CHAIRMAN  
(CHAIRMAN)  
DOS In Business Administration (BIMS)  
UNIVERSITY OF MYSORE  
Manasagangotri, MYSORE-570006