

**A STUDY ON MARKETING STRATEGIES ON PAYTM  
SERVICES IN PROMOTING CASHLESS ECONOMY IN INDIA**

**Project Work Submitted to the University of Mysore**

**for the Award of the Degree of**

**MASTERS OF BUSINESS ADMINISTRATION**

*By*

**Mr. Nithyananda C**

**IV Semester MBA**

**P01ZW21M0016**

*Under the Guidance of*

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**AUGUST 2023**

**UNIVERSITY OF MYSORE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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**CERTIFICATE**

I hereby certify that the Project Report entitled “**A STUDY ON MARKETING STRATEGIES ON PAYTM SERVICES IN PROMOTING CASHLESS ECONOMY IN INDIA**” is a bonafide record of research work carried out by **Mr. Nithyananda C** under my guidance. This project or any part of it has not been submitted to any other University or Institution for the award of any degree or diploma.

Date : 26/08/2023  
Place: Chamarajanagar



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