

INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the Partial Fulfillment of the degree
B.Com. II Year
Submission of Filed Project Practical Report on
"AN ANALYSIS OF GROWING BUSINESS OF
PATANJALI AYURVED LIMITED"

Session- 2023-24

Abapat



Submitted to-

V. Modak
Dr. Vaibhav Modak

Submitted by -

Mr. Abhideep S. Baghel *Abhideep S. Baghel*

(04) B.COM. II Field

CERTIFICATE

This is to certify that Abhideep Singh

Bughel students of B.Com. Hons.

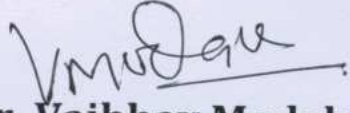
II- years has successfully completed Filed Project Practical

Report on "Patanjali Ayurved Ltd"

Under my supervision and submitted the practical file.

There work was found satisfactory.

DATE :


Dr. Vaibhav Modak





PATANJALI
PATANJALI AYURVED LIMITED

(CIN : U24237DL2006PLC144789)

An ISO 9001 : 2015, 14001 : 2015, 22000 : 2018, 45001 : 2018 / Ayush Premium Mark / Agmark / EIA / GMP Certified Company



TO WHOMSOEVER IT MAY CONCERN

This is certify that **Mr. Abhideep Singh Bhaghel** Student of Indore Institute of Management and Research has successfully received an information about our store on 30-03-2024 .

In the field project, under guidance of Associate Professor Mr. Dr Vaibhav Modak.

His/Her has been exposed to different processes and was diligent, hardworking and inquisitive.

We wish his all the best for his career and future endeavour.

For Patanjali Ayurved Ltd.

Authorized Signatory

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Introduction

Baba ramdev established the Patanjali Ayurved Limited in 2006 along with acharaya balkrishna with the objective of establishing Science of Ayurveda in accordance and Coordination with the latest technology and ancient wisdom. the headquarter of Patanjali is in haridwar.

The Patanjali Ayurved Limited is an indian FMCG Company. Manufacturing units and headquarters are located in the industrial area of Haridwar, while the registered office is located at delhi. The company manufactures mineral and herbal Products. it also has manufacturing units Nepal under the trademark Nepal Grama dhyogand imports majority of herbs in india from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG Company in india. it is valued at ₹30 billion and some predict revenues of ₹ 5,000 crore for the fiscal 2015-16. Ramdev baba has stated in his interview with CNN News 18 profit from Patanjali Products. Patanjali as a brand currently has more than 350 Products from Soap to toothpaste and from oats to health drinks. The 2014 revenue of Patanjali Ayurveda crosses Rs. 2000 crore. The recent trends clearly imply that the company's priorities are shifting from medicines

REFERENCES

Customer perceptions about Branding and purchase Intention. A Study of FMCG in an Emerging Market, Muhammad Tayam Tariq¹, Muhammad Rafay Nawaz², Hashim Awaiz Butt³, ISSN 2090-4304 Journal of Basic and Applied Scientific Research.

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INDORE INSTITUTE OF MANAGEMENT & RESEARCH (IIMR)



For the partial fulfilment of the degree

B.Com. II Year

Submission of Filed Project Practical Report on

“ KALPMART ”


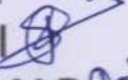
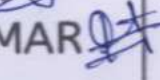
Session- 2023-24

**Submitted to-
Dr.Vaibhav Modak**

**Associate Professor
H.O.D. B.Com.**



**Submitted by-
Student Names-**

- 1) ADITYA VERMA 
- 2) PARTH SOMANI 
- 3) PRASHANT KUMAR 

(03) B.COM. II Field

2023-24

CERTIFICATE

This is to certify that ADITYA VERMA ,

PARTH SOMANI , PRASHANT KUMAR

students of B.Com. Hons. II Year has successfully completed Filed Project

Practical Report on "KALPMART"

under my supervision and submitted the practical file. Their work was found
satisfactory.



Date:

Dr. Vaibhav
Modak

Place: Indore

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Indore Institute of Management & Research

INTRODUCTION OF RETAILING

Indian retail industry has emerged as one of the fastest growing industries mainly because of the emergence of Kirana store (Position store) can be considered archetype of retailing in the country. Once the Indian government liberalised the economy in the 1960s many companies vertically integrated their operations to serve a larger customer base. After 2005, large domestic corporations opened multiple stores especially in the food and general merchandise categories and this led to the growth of retail industries in India. During the same period of time, one of the fastest growing economies in the world admits a strong platform. Manufacturers, distributors and customer retailers are continuously trying to unlock the true potential of the industries by incorporating latest technological such as artificial intelligence based data analytics CRM tools.



Concluding Comments

Kalpmart has begun with a lots of huge investment and soon established there branches in other places also, It has been a very good dynamism for the Indian Consumer. Kalpmart started there business but now started there practising online also or e-marketing strategies, assistance, product and services.

Since every coin has head and tails kalpmart also have positive and negative effect. There is a ~~vast~~ competition around us to make business good kalpmart has to work hard.

Comments

→ According to Employees
Employees are getting more work.

→ According to Consumer
They like their product, price, quality of a kalpmart they like to enjoy shopping offline, online and delivery process also.



**INDORE INSTITUTE OF MANAGEMENT &
RESEARCH (IIMR)**



**For the partial fulfillment of the degree
B.Com. II Year
Session- 2023-24**

**Submission of Filed Project Practical Report on
"An Analysis of Growing Business of DMart in Retail Sector"**



Submitted to- *V. Modak*
Dr. Vaibhav Modak
Associate Professor
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Submitted by-

Student Names-

- 1) Neha Jatav *Neha*
- 2) Simran Morya *Simran*
- 3) Akash Chandra *Akash*

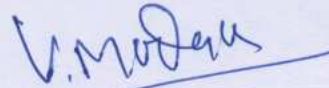
**(02) B.COM. II Field
PRO. 2022-25**

CERTIFICATE

This is to certify that Neha Jatav, Simran Morya & Akash Chandra students of B.Com. Hons. II Year has successfully completed Filed Project Practical Report on "An Analysis of Growing Business of DMart in Retail Sector" under my supervision and submitted the practical file. Their work was found satisfactory.

Date : / /

Place: Indore



Dr. Vaibhav Modak
Associate Professor
H.O.D. B.Com

Indore Institute of Management & Research



Introduction

D-mart was founded by Radhakishan Damani ("India's Warren Buffett") in 2002, with its first Branch in Powai's Hiranandani Gardens. D-mart has well-established presence in 263 locations across Maharashtra, Gujarat, Karnataka, Telangana, Andhra Pradesh, Chhattisgarh, Madhya Pradesh, NCR, Tamil Nadu and Rajasthan.

In Beginning Mr. Radhakishan Damani was an Broker in stock market and later He become Investors and he gained a lot of knowledge about companies while trading that made his fundamentals very strong in business. In 1999 He Bought a franchise of Apna Bazaar But at that time He was not able to understand their Business model and was not convinced with it and later he went to USA where He visited Walmart. He found the system and Business model of Walmart very interesting and was impressed with it. then He took time



Date: _____

Bibliography

For successfully completing my project file. I have taken help from the following website India:-

- www.google.com
- www.wikipedia.com



**INDORE INSTITUTE OF MANAGEMENT &
RESEARCH (IIMR)**



For the partial fulfilment of the degree

**B.Com. II Year
Session- 2023-24**

**Submission of Filed Project Practical Report on
“AN ANALYSIS OF GROWING BUSINESS OF
VISHAL MEGA MART IN RETAIL SECTOR”**

Submitted to-

V. Modak
Dr. Vaibhav Modak
Associate Professor
H.O.D. B.Com.



Submitted by-

Student Names-

- 1) Narendra Phirke *N. J. Phirke*
2) Payal Katariya *Payal*
3) Reshma Khatun *Reshma*

(01) B.COM. II Field

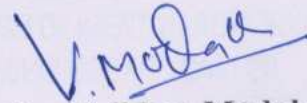
REG. NO. 2023-24

CERTIFICATE

This is to certify that Narendra Phirke, Payal Katariya & Reshma Khatun students of B.Com. Hons. II Year has successfully completed Filed Project Practical Report on "AN ANALYSIS OF GROWING BUSINESS OF VISHAL MEGA MART IN RETAIL SECTOR" under my supervision and submitted the practical file. Their work was found satisfactory.

Date: / /

Place: Indore



Dr. Vaibhav Modak

Associate Professor
H.O.D. B.Com.

Indore Institute of Management & Research





VISHAL

MEGA MART



THIS IS TO CERTIFY THAT

THIS CERTIFICATION PROVES THAT Mr. NARENDRA PHIRKE, Miss PAYAL KATARIYA & RESHMA KHATUN HAS SUCCESSFULLY RECEIVED AN INFORMATION ABOUT OUR STORE ON 20-01-2024. IN THE FIELD PROJECT, UNDER GUIDANCE OF ASS. Dr., VAIBHAV MODAK. HIS/HER HAS BEEN EXPOSED TO DIFFERENT PROCESSES AND WAS DILIGENT, HARDWORKING AND INQUISITIVE. WE WISH HER/HIM EVERY SUCCESS IN HER/HIS LIFE AND CAREER.

FOR VISHAL MEGA MART

FOR AIRPLAZA RETAIL HOLDINGS PRIVATE LTD

STORE ADDRESS _____

TIN NO. _____

DATE _____

TIME _____

Narendra Phirke



AUTHORISED SIGNATURE.

NEAR CHANKYAPURI CHORAHA, NARMADA NAGAR, Annapurna Rd, Indore, Madhya Pradesh 452009

Introduction In Retail Sector

The Retail Sector is the largest sector in India after agriculture, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. India has the most unorganised retail market in the world. Most retailers of the unorganised retail market have their shop in the front and house at the back. The Retail Industry in India is today amongst the fastest growing industries with several players entering the market. Currently, the organized retail sector accounts for only 2 per cent indicating a huge investors from all over the world. Retail is clearly the sector that is poised to show the highest growth in the next five years. The sector is set for a revolution as both the present players and new entrants are gearing up to explore the market. The present size of the organized retailing sector is approximately 3% and is expected to grow 25-30% by the year 2010. There are about 300 new malls, 1500 Supermarkets and 325 departmental stores. Currently, under construction many players are coming up with huge investment due to which the present 12 million mom-and-pop shop and kirana stores fear losing their jobs. Most predictions say that the sector market reach to US\$ 400-600 billion by the year 2010.



Conclusion

Given the developments and prospects, the Indian retail sector is in its nascent stage of evolution, while there are obstacles, there are clear opportunities in modern retailing in India. There are many lessons that India can take from other countries, which have moved along the path of retail evolution. The retail sector has proved to be of immense significant from macro-economic point of view. The sector capability to give strong momentum by creating multiplier effects on other sector is not in dispute. It is now necessary to cautiously expand and develop the sector, as the government, at present, has done by permitting partial FDI in the sector. Given the scope, the retail sector is certainly expected to fetch the long term economic benefits for the country.

The convenience and personalized service offered by the unorganized sector holds its future in good stand for the future. Organized retail of late has seen a tremendous boom and is attracting more people to the malls.

