



**Activities for the month of October 2024**

**❖ Student Seminar on 22.10.2024**

Organized a Student Seminar for III BA students on the topic “MARKETING STRATEGIES OF FINANCE SERVICE COMPANIES” aimed to provide insights into the marketing strategies employed by finance service companies. Students discussed and analyzed different strategies such as HDFCs **BANKING JUST GOT EASIER**, DINERS CLUB, ICICIs **REFER & EARN PROGRAM**, AXIS BANK’S **AXIS BANK FOUNDATION**, SBI’S **FINANCIAL INCLUSION BLOG**, KOTAK MAHINDRA’S **KOTAK 811** etc. They discussed well and gained practical knowledge and understanding of the finance companies marketing practices. Students recommended finance companies to focus on mobile banking applications for resource optimization and invest in employee training for better customer service.

