

Project report on

**“A STUDY ON CUSTOMER LOYALTY AND SATISFACTION TOWARDS OLA
ELECTRIC SCOOTERS IN BENGALURU.”**

Submitted by

Mr. YASHWANTH P

(1SV20BA039)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

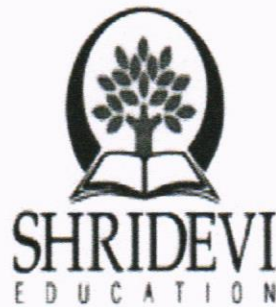
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2020-2022**

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CERTIFICATE

This is to certify that **Mr. YASHWANTH P** bearing **USN - 1SV20BA039** is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2020-22)**, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON CUSTOMER LOYALTY AND SATISFACTION TOWARDS OLA ELECTRIC SCOOTER IN BENGALURU "** is prepared by him under the guidance of **Prof. Praveen Kumar T M**, Assitant Professor, Department of MBA, in partial fulfillment of the requirement for the award of the degree of **"Master of Business Administration"** of Visvesvaraya Technological University, Belagavi, Karnataka.

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Date: 21-07-2022

Place: Tumakuru

PRINCIPAL
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DECLARATION

I , Mr. YASHWANTH P, hereby declare that the Project report on "A STUDY ON CUSTOMER LOYALTY AND SATISFACTION TOWARDS OLA ELECTRIC SCOOTERS IN BENGALURU", is prepared under the guidance of Prof. PRAVEEN KUMAR T M, Assistant professor , Department of MBA, Shridevi Institute Of Engineering And Technology, Tumakuru.

I also declare that the report is towards the partial fulfilment of the university regulations for the award of degree of Master of Business administration by Visvesvaraya Technological University, Belagavi.

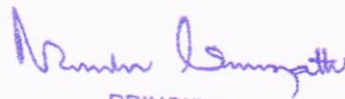
I have undergone a Project for a period of 6 weeks. I further declare this project is based on the original study undertaken by me, and has not been submitted for the award of any Degree /Diploma from any other University/Institute.

Date: 21-07-2022
Place: TUMAKURU



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