



New  
**Zen Infotech**  
ISO 9001-2015 Certified

Technology

INNOVATION

Research

Imp



## Values

Technology

Innovation

Quality

Customer Satisfaction

Win together

THE FOUNDATION FOR

**YOUR INNOVATION**

**TELANGANA**

**ANDHRA PRADESH**





## ABOUT NEWZEN:

**NEWZEN INFOTECH** is an ISO Certified organization founded in 2008, specializing in **Academic Projects, Corporate Training, Software Development, and Placement Services**. With over 15 years of excellence, we have established ourselves as a trusted and innovative service provider across **Telangana** and **Andhra Pradesh**.

## OUR SERVICES:

- ✓ Software Development
- ✓ Internship's
- ✓ Academic Projects for Diploma, B.Tech, M.Tech, MCA, MBA, M.Sc, M.Com, LL.M.
- ✓ Trainings (Online/Offline)
- ✓ CRT Services
- ✓ Research Works & Plagiarism Checking
- ✓ Ph.D Works
- ✓ Publications(Journals & Text Books)
- ✓ Patent Works
- ✓ Placements
- ✓ Conferences
- ✓ Workshop's & FDP's

## 100% JOB ASSURED TRAINING'S ON

- ✓ Full Stack Python
- ✓ Full Stack Java
- ✓ AWS
- ✓ Data Sciences
- ✓ Microsoft Power BI
- ✓ Mainframes
- ✓ MS.Net
- ✓ Testing Tools
- ✓ Android
- ✓ Cyber Hacking



**Note:** Job Guarantee program valid for 3Months, Limited Seats for every month enrollment.



## MBA -MARKETING PROJECT TOPICS- 2025-26

S.NO	PROJECT NAME	REFERNCE COMPANY
1	Advertising And Sales Promotion	VI MOBILE NETWORK
2	Advertising Impact On Customer	AIRTEL
3	AI-Powered Chatbots In Enhancing Customer Support Experience	HDFC BANK
4	Analysis Of Product & Services	BANK OF BARODA
5	Analyzing Causes-Related Marketing Campaigns And Their Effectiveness	TATA SALT
6	Analyzing Storytelling Approach To Building Brand Loyalty	AMUL DAIRY
7	Brand Activation	ARITEL
8	Brand Awareness	AIRTEL
9	Brand Awareness And Perception	BAJAJ ALLINZ
10	Brand Equity	COCACOLA BEVARAGES
11	Brand Image	APOLLO TYRES
12	Celebrity Endorsements To Enhance Brand Perception	TITAN WATCH
13	Channels Of Distribution	KESORAM CEMENT
14	Comparative Analysis Of Marketing Strategies	VODAFONE & AIRTEL
15	Competitor Analysis	ASIAN PAINTS
16	Consumer Awareness	HDFC STANDARD LIFE INSURANCE
17	Consumer Awareness And Perception	GENEXT ELECTRONIC BIKE
18	Consumer Behaviour	L.G ELECTRONICS
19	Consumer Buying Behaviour	HDFC STANDARD LIFE INSURANCE
20	Consumer Evolution	HERITAGE FOODS
21	Consumer Preferences	NESCAFE COFFEE
22	Content Marketing In Building Brand Authority	BYJU'S
23	Customer Awareness On E-Banking	SBI BANK
24	Customer Awareness On Product	AIRTEL
25	Customer Buying Behaviour	HERO MOTOCORP
26	Customer Perception	HERO MOTOCORP
27	Customer Perception On Food Online Delivery	SWIGGY
28	Customer Perception On Milk Products	AMUL MILK PRODUCTS
29	Customer Preference And Satisfaction	BAJAJ BIKES
30	Customer Relationship Management	AXIS BANK
31	Customer Relationship Management Indian Retail Banking	KOTAK MAHINDRA BANK
32	Customer Satisfaction	INDIA BULLS
33	Customer Services	ICICI BANK
34	Customer Services And Satisfaction Level	HDFC BANK
35	Digital Marketing Strategies For Customer Retention In A Competitive Market	AIRTEL
36	Distribution Channel	AMUL MILK PRODUCTS
37	Distribution Strategy of An Organization	AMUL MILK DIARY
38	Eco-Branding On Consumer Behavior In Sustainable Markets	FAB INDIA

39	Effectiveness Of Interactive Content In Driving Engagement	MYNTRA
40	Effectiveness Of Loyalty Programs In Enhancing Customer Retention	RELIANCE TRENDS
41	Effectiveness Of Programmatic Advertising In Driving Conversions	MAKE MY TRIP
42	Effectiveness Of Sponsorship And Event Marketing	HERO MOTORS
43	Effectiveness Of User-Generated Content In Building Authentic Communities	FASTRACK WATCHES
44	Emotional Advertising To Drive Consumer Loyalty	MAHINDRA MOTORS
45	Emotional Branding Strategy: Connecting With Indian Consumers	MARUTHI MOTORS
46	Emotional Marketing In Health And Wellness Product Campaigns	HIMALAYA HERBALS
47	Ethical Marketing In Building Consumer Trust In The Food Industry	HERITAGE FOODS
48	Experiential Marketing In Shaping Consumer Perception	TANISHQ
49	Exploring Localization Strategies In Indian Markets	HINDUSTAN UNILEVER
50	Exploring The Effectiveness Of Augmented Reality In Consumer Shopping Experience	LENSKART
51	Exploring The Effectiveness Of Minimalist Branding In The Digital Age	COCACOLA BEVERAGES
52	Exploring The Effectiveness Of Multi-Sensory Marketing In Retail Environments	RELIANCE TRENDS
53	Exploring The Impact Of Geomarketing On Localized Advertising Strategy	RELIANCE SMART
54	Exploring The Role Of Social Proof In Building Consumer Confidence	SWIGGY
55	Exploring Use Of Behavioral Economics In Shaping Consumer Perception	TATA TEA
56	Gamification To Enhance Customer Engagement And Retention	ZOMATO
57	Gamified Marketing: Leveraging Playful Engagement For Consumer Retention	FLIPKART
58	Impact Of Influencer Collaborations On Brand Trust	LAKMÉ
59	Impact Of Real-Time Marketing On Consumer Engagement During Live Events	PEPSICO INDIA
60	Impact Of Sbi Bank Retail Banking On Customer Satisfaction	SBI BANK
61	Impact Of Sustainable Packaging On Consumer Perception	BAJAJ MOTORS
62	Impact Of Visual Branding In Differentiating Products On Instagram	NYKAA
63	Influence Of Corporate Social Responsibility On Consumer Brand Preferences	ITC
64	Leadership Strategy Through Content Marketing	INFOSYS
65	Market Analysis	AIRTEL
66	Market Research On Health Care Products	KAMINENI HOSPITAL
67	Market Research On Retail Industry	HERITAGE FOODS
68	Marketing Management	BRITANNIA BISCUITS
69	Marketing Mix	HERITAGE FOODS
70	Marketing Of Banking Services	ICICI BANK

71	Marketing Plan	TATA PLAY DTH
72	Marketing Strategies And Customer Satisfaction	SUMSUNG INDIA PVT LTD
73	Marketing Strategy	TATA PLAY DTH
74	Marketing Strategy Comparision of Airtel and Reliance Communications	AIRTEL
75	New Product Development	LEOLABS
76	Omnichannel Marketing Strategy: Integration Of Online And Offline Channels	FLIPKART
77	Personalization In E-Commerce: Balancing Customer Expectations And Data Privacy	BIG BASKET
78	Personalization Vs Privacy: Customer Expectations In Targeted Ads	PAYTM
79	Personalized Email Campaigns On Customer Loyalty	BOOKMY SHOW
80	Power Of Nostalgia Marketing In Branding Strategy	PARLE-G
81	Pricing Strategy	ULTRATECH CEMENT
82	Product Development Life Cycle	ICICI BANK
83	Product Perfomance	MRF TYRES
84	Product Promotion	SAMSUNG ELECTRONICS
85	Promotional Activities	HERO MOTOCORP
86	Promotional Strategies	AIRTEL
87	Regional Language Advertising On Consumer Engagement	VIVO MOBILES
88	Retail Marketing	RELIANCE SMART
89	Role Of Ai In Personalizing Customer Experience	JIO
90	Role Of Big Data In Predictive Marketing	RELIANCE RETAIL
91	Role Of Inbound Marketing In Customer Acquisition Strategy	ZOHO
92	Role Of Mobile Marketing In Enhancing Customer Experience	OLA
93	Role Of Proximity Marketing In Location-Based Advertising	CAFÉ COFFEE DAY
94	Rural Marketing	HERITAGE FOODS
95	Sales And Advertising	AIRTEL
96	Sales And Distribution	HERITAGE FOODS
97	Sales And Service	HERO MOTOCORP
98	Sales Force Management	TATA MOTORS
99	Sales Promotional Activities	TATA MOTORS
100	Social Media Campaigns On Brand Awareness	URBAN LADDERS
101	Social Media Influencers In Boosting Engagement	ASIAN PAINTS
102	Social Media Listening In Shaping Real-Time Marketing Strategies	ULTRATECH CEMENT
103	Sustainable Marketing : Driving Consumer Preference For Eco-Friendly Vehicles	TATA MOTORS
104	Sustainable Marketing Initiatives: Balancing Profitability And Environmental Responsibility	GODREJ
105	Tele Marketing	FORD MOTORS
106	Traditional Media In Modern Marketing Campaigns	DABUR INDIA LTD
107	Virtual Reality On Immersive Brand Experiences	KIA MOTORS

For more Titles Visit us on : <https://newzenprojects.com/mba-mca/>

## MOBILE APP DEVELOPMENT :

Our team at NewZen is technically skilled in developing customizable mobile applications for major mobile operating systems. The application gives the ability needed to meet the changing demands and manage secure access to mobile data and services.

## FEATURES :

Individual & combined Mobile application development Personal Accounting solution for Android OS Can be integrated with all applications that require mobile related functionality. Alerts on important information in the application such as dates, new entries and goals.

## SOFTWARE MAINTENANCE & SUPPORT :

“I was extremely impressed with the way Newzen took on the project, cut through the technical issues, and solved the myriad of problems along the way, big and small. Through the project, You Never Made Your Problem My Problem. This gave me the luxury of focusing on the business issues and opportunities.”

A tech support team can come to the aid of the software developers here. This is especially true for a software product in commercial use and used by many end users.

### Head Office

2nd Floor, Gyan Arcade,  
Beside Seshmahal Theater,  
Ameerpet, Hyderabad, T.S-16

☎ +91 90308 00005

e-mail : [hr@newzeninfotech.com](mailto:hr@newzeninfotech.com)

[hrnewzen@gmail.com](mailto:hrnewzen@gmail.com)

🌐 [www.newzeninfotech.com](http://www.newzeninfotech.com)

### Branch -I

📍 2nd Floor, Green Square Plaza,  
Opp: Geetha Bavan, Karimnagar .  
Telangana 505 001. ☎ +91 9293800005

### Branch -II

📍 2nd Floor, Concepts Global,  
Jani Street, Arundalpet, Eluru Road,  
Vijayawada, Andhra Pradesh 520002  
☎ +91 90528 00005