



A PROJECT REPORT ON

"HDFC STANDARD LIFE INSURANCE COMPANY LIMITED IN CUSTOMER BUYING BEHAVIOR IN LIFE INSURANCE INDUSTRY"

SUBMITTED TO

St. Mira's College for Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)

UNDER THE GUIDANCE OF
PROF. REKHA KANKARIYA

FOR THE PARTIAL FULFILLMENT OF BACHELOR OF BUSINESS
ADMINISTRATION
(T.Y.B.B.A 2021-22) SEMESTER - VI

BY: SIMRAN MALIK KHOJA (21974 / B191043)


Course Co-ordinator



SADHU VASWANI MISSION'S
St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 3
[ARTS, COMMERCE, SCIENCE, BSc (Computer Science), BBA, BBA (CA)]
6, Koregaon Road, Pune-411001. [INDIA]

CERTIFICATE

This is to certify that Ms. Simran Malik Khoja (Roll no: 21974 / Seat no: B191043) has successfully completed in Project titled “HDFC Standard Life Insurance Company Limited in Customer Buying Behaviour in Life Insurance Industry” in specialization – Finance. The same constitutes a part of T.Y.B.B.A curriculum for the academic year 2021-22.

Rekha

Project Guide
(Internal Examiner)

Rekha

Course Coordinator
(Mrs. Rekha Kankariya)

S. J. Jhawar

External Examiner

Simran
24-03-22

Student Sign

