

# **Contribution of team members towards PPT**

## Introduction contributed by Team Leader

As a team leader my self

**V.Drakshayani** I contributed my part in this project was on the introduction of Tata motors it was the part of Amul products which was established in 1946 I gathered all data about the **BRANDING AND UMBRELLA BRANDING OF AMUL** and explained the introduction part to the team members through projector

And my team members worked on the other aspects of Amul brand digital marketing

My first team mate **V.Hemanandha**

Has gathered information about **advertising strategy and supply chain management of Amul**

And he explained through projector and our team mates explained his part on board

My second team mate **V.Nagendra** has done the research on

**Marketing mix of Amul Digital and content marketing of Amul**

**And explained his part** through project and board and cleared there doubts

My third mate **zatout Venugopal** has done research and gathered information about the **Digital and content marketing of Amul**

And my fourth team mate **V.Devendran** has gathered info about **Marketing elements of Amul and swot analysis of Amul**

And my last team member **Silambarasan** has done the research on **covid strategies of Amul**

As a team we have planned in a systematic manner and we divided the ppt into 6 parts and gave each part to everyone and we started gathering info about Amul products through internet and social media through their websites after searching the whole date we prepared this ppt as follow

After preparing the ppt our every team mate explained about everything through projector in this presentation we all gathered in a room after gathering we discussed everything about the Amul industry and we kept a discussion about the industry digital marketing and other key factors in the ppt period every team discussed about their given part through this ppt we have

learned a lot about digital  
marketing which is useful in our life

**THANK YOU**