



A  
PROJECT REPORT  
ON

**“BYJU’S the learning app-A study on marketing strategies and campaign during pandemic.”**



SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF

**“BACHELOR OF BUSINESS ADMINISTRATION (BBA)”**

**UNDER THE GUIDANCE OF**

MRS. HIMAKSHI MEDHI  
ASSISTANT PROFESSOR  
CENTRE FOR MANAGEMENT EDUCATION (CME)  
TINSUKIA COLLEGE, TINSUKIA

**SUBMITTED BY:**

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**YEAR: 2023**

## CERTIFICATE OF THE GUIDE

This is to certify that Ritesh Kongadi student of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, "BYJU'S the learning app- A study on marketing strategies and campaigns during pandemic.", Tinsukia, Assam under my guidance and supervision, as part of their Course Curriculum (Paper Code: 60100). Their report is based on an original survey carried out by them and has not been submitted elsewhere for the award of any other degree/diploma or for publication, to the best of my knowledge and belief.

I wish them every success in their academic career and in life.

DATE: 26-05-2023

*H. Medhi*  
26/5/23

(Signature)

Mrs. Himakshi Medhi  
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