

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC - AUTONOMOUS)

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**Report on**  
**Guest Lecture on “Digital marketing Practices”**  
**by**  
**Divya Vaykar, Customer Relationship Manager, Mukunda Foods.**  
**Bengaluru**  
**30<sup>th</sup> January 2018**



**Submitted by:**

***Dr. Rana Prathap, Assistant Professor, MBA Department***

The session was inaugurated by Dr. Pradeep Kumar –HOD MITS, Madanapalle. In the opening remarks he said, “Every management student must know the importance and benefits **“Digital Marketing Practices”**. The business strategies are getting affected by digital impact. The Resource Person for the program Ms. Shreemathi Divya Vaykar (CRM Manager, Mukunda Foods, Pvt. Ltd. Bengaluru) started the session by introducing Mukunda Foods Pvt. Ltd. and explained briefly about the current digital marketing strategies practiced by Mukunda Foods Pvt. Ltd and How this strategy is helping them. She also stressed on registering to digital marketing certification courses to enhance digital skills.. All the MBA students got benefitted with her lecture