

**A  
Project Report  
ON**

**"A Study On Marketing Strategy Of**

**PURPLE And DNR"**

**Submitted to**

**G. S. College of Commerce & Economics, Nagpur**

**Affiliated to**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

**Submitted by**

**Ankit Subhash Mehta**

**Under the Guidance of**

**Prof. Afsar sheikh**

---

**G.S. College Of Commerce & Economics, Nagpur**

Academic Year 2022 – 23



---

---

**G.S. College Of Commerce & Economics, Nagpur**

Academic Year 2022 – 23



**CERTIFICATE**

This is to certify that "**Ankit Subhash Mehta**" has submitted the project report titled "**(A MARKETING STRATEGY OF PURPAL AND DNR)**", towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Prof. Afsar sheikh**  
**(Project Guide)**

**Prof. Afsar sheikh**  
**(Co-ordinator)**

**Place:**

**Date:**



## **DECLARATION**

I here-by declare that the project with title "A MARKETING STRATEGY OF PURPLE AND DNR" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**ANKIT SUBHASH MEHTA**

**Place:**

**Date:**



## **ACKNOWLEDGEMENT**

**With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. swati kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.**

**I am extremely thankful to my Project Guide Prof. Afsar sheikh for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Prof. Afsar sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.**

**I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.**

**I would like to thank all those who helped me in making this project complete and successful.**

**ANKIT SUBHASH MEHTA**

**Place:**

**Date:**

## INDEX

<b>Sr.No</b>	<b>PARTICULARS</b>	<b>PAGE No.</b>
1.	<b>Introduction</b> <ul style="list-style-type: none"><li>• History</li><li>• Bus Services and Bus Amenities</li><li>• Features, Benefits and Cancellation Policy</li><li>• Routes</li><li>• Best Offers</li></ul>	<b>1.</b>
2.	<b>Company Profile.</b> <ul style="list-style-type: none"><li>• PURPLE And DNR</li><li>• Offerings</li><li>• Address</li><li>• Reviews</li></ul>	<b>28.</b>
3.	<b>Research Study</b>	<b>33.</b>
	<ul style="list-style-type: none"><li>• Objective of study</li></ul>	
	<ul style="list-style-type: none"><li>• Need of study</li></ul>	
	<ul style="list-style-type: none"><li>• Hypothesis</li></ul>	
	<ul style="list-style-type: none"><li>• Limitations</li></ul>	
4.	<b>Research Methodology</b>	<b>38.</b>
5.	<b>Data Analysis and Interpretation</b>	<b>41.</b>
5.	<b>Suggestion</b>	<b>57.</b>
6.	<b>Conclusion</b>	<b>59.</b>
7.	<b>Bibliography</b>	<b>61.</b>
	<ul style="list-style-type: none"><li>▪ Questionnaire</li></ul>	

# **INTRODUCTION**

## INTRODUCTION

A bus (contracted from omnibus, [1] with variants multibus, motorbus, autobus, etc.) is a road vehicle that carries significantly more passengers than an average car or van. It is most commonly used in public transport, but is also in use for charter purposes, or through private ownership.

Although the average bus carries between 30 and 100 passengers, some buses have a capacity of up to 300 passengers. [2] The most common type is the single-deck rigid bus, with double-decker and articulated buses carrying larger loads, and midibuses and minibuses carrying smaller loads.

Coaches are used for longer-distance services.

Many types of buses, such as city transit buses and inter-city coaches, charge a fare. Other types, such as elementary or secondary school buses or shuttle buses within a post-secondary education campus, are free. In many jurisdictions, bus drivers require a special large vehicle licence above and beyond a regular driving licence.



A New Routemaster double-decker bus, operating for Arriva London on London Buses route 73

## PURPLE EXPRESS-



Purple runs the high frequency metro feeder bus services which connects the metro station with the city area for better metro station connectivity.

## DNR EXPRESS-



DNR Express is one of the leading and most reliable bus service operators in India.

They provide services on major popular bus routes with guaranteed end-to-end solutions for all your travels needs.



## **History Of PURPLE :**



### **PRASANNA PATWARDHAN**

#### **The Chairman And Managing Director Of Prasanna Purple Mobility Solutions**

When one door closes, another opens, or so goes the old adage. But in 1985, when Pune University decided to trim the size of its transportation contract with Prasanna Travels, not one but many new doors opened for the company.

The university had decided to merge the cars of its various departments to create a common pool of fewer vehicles that could be used by its entire staff. The restructured contract took a toll on Prasanna Travels, its sole vehicle contractor.

Forced to supplement the university business, Prasanna Travels ventured into corporate taxi services. It already had a fleet of taxis plying on the Pune-Mumbai route at the time. Between 1988 and 1992, the company also started intercity bus services across Maharashtra and nearby states. But the company's big break came in 2009 when it entered into public-private partnerships (PPPs) with civic authorities in Jalgaon

(Maharashtra) and Indore (Madhya Pradesh), to run intercity bus services. Today, the majority of the company's revenue comes from city bus services in various parts of the country. In 1996, the company had an annual turnover of Rs 21 crore, which increased to Rs 200 crore by FY2015. In 2010, the company changed its name to Prasanna Purple Mobility Solutions to become a pan-India brand. (There was a feeling that Prasanna was a South Indian name and the company catered to only that region.)

### **The person behind it,**

Prasanna Patwardhan, chairman and managing director of Prasanna Purple, took over his father's transportation business by chance in 1986. After completing his BSc, and a course in marketing management, he was running a small chemical trading company.

His father, who was running Prasanna Travels at the time, wanted one of his sons to join the business and take it forward after the Pune University contract was trimmed. Since his elder brother's inclination was more towards science than entrepreneurship, Patwardhan inherited the family business.

In 1988, he got a permit to operate air-conditioned coaches in Maharashtra and started bus services on the Pune-Mahabaleshwar route followed by Pune-Jalgaon. In 1992, Patwardhan started a tours business called Prasanna Tours and Travels.

In 1996, Patwardhan started operating bus services on the Mumbai-Pune route. In the same year, he also got into the business of motels which did not do well but Patwardhan calls it a "good learning experience"

In 2007, Patwardhan came up with the idea of running city bus services to cash in on the Jawaharlal Nehru National Urban Renewal Mission (JNNURM), which aimed to develop the country's urban transport infrastructure.

Patwardhan knew that his dreams of expanding his business called for massive investments to buy new buses. He started to eye private equity seriously and was introduced to Rajeev Agrawal of India Value Fund in 2007. Agrawal later moved to Ambit Pragma Ventures, the private equity arm of Ambit Capital, and that is when he decided to invest Rs 50 crore in Prasanna Purple in 2009. "Anybody can run a transport business. But we try to bring in operational efficiency which in turn reduces costs for our customers," says Patwardhan, 53. Today, the company operates around 1,000 buses (of which 750 are owned by the company itself) across Madhya Pradesh, Maharashtra, Karnataka, Gujarat and Delhi.

### **Why it is a gem**

As the fleet of state-owned public transport buses start to age, governments are slowly moving to the PPP model where private companies are being roped in to operate bus services. Prasanna Purple has been at the forefront of capitalising on this, having entered into PPP agreements with city authorities in Indore, Bhopal, Pune, Surat, and also the Delhi Metro and the Delhi Tourism department.

“We have been with Prasanna Purple for a long time. This is a business that has great potential in a country like India where public transport will see big changes in the years to come and this is one company that will benefit from the change,” says Nirmesh

Prakash, a partner with Ambit Pragma, which owns 68 percent of Prasanna Purple.

Besides this, the company has also ventured into corporate transportation, which is another big opportunity. Today, out of the 10 lakh buses that run in India, around five lakh serve corporate houses and schools. “The next step is to grow the business in areas of corporate and school transport in cities like Pune, Hyderabad and Bengaluru,” says Patwardhan.

### **Why it was hidden**

Almost 60 percent of the business for Prasanna Purple comes through city bus services, which is outsourced by local administrations. Over the last few years, the company has overly concentrated and invested in this area.

## About DNR Express



### **Owner Of DNR Express : KULWINDER SANDHU**

DNR express act as an integrator of travel industry in India by providing one stop/end-to-end solutions for your every travel & comfort need.It is one of the pioneer players along Indore route who have served more than million passengers since inception.

Regulated and sophisticated services, end-to-end route connectivity along with thrust for innovation in customer/passenger comfort and cost has paved way for becoming "Numero Uno" across passenger community.

DNR Express is one of the leading and most reliable bus service operators in India. They provide services on major popular bus routes with guaranteed end-to-end solutions for all your travels needs.

## **Defining DNR Express Customers**

Customers” or “you” or “your” as a customer of the Services. A customer is someone who accesses or uses the DNR express Services for the purpose of sharing, displaying, hosting, publishing, transacting, or uploading information or views or pictures and includes other persons jointly participating in using the DNR express Services.

By direct usage of DNR express service or indirect usage through an individual or business or organization acting on behalf of you, you are voluntarily agreeing to be legally binding to this contract and its terms and conditions.

## **Defining Bus Operators Or Bus Service Providers Or Merchants**

Bus operators or Bus Service providers or Merchants, referred henceforth as operators are entities owning or leasing, selling or operating bus inventory and its services on DNR express.

## **DNR Express Discounts**

DNR express reserves the right to decide whether to give or not give various forms of discounts at any point of time as described below. Customers hold no right to demand for the same unless the voucher was issued as per 2.3.5.3 stated above.

DNR express in cases of multiple applicability of discounts applies maximum discount applicable. All discounts are non refundable in nature and are adjusted to refund value at the time of cancellation.

## Purple Express Bus Services

Prasanna Purple presently has a number of buses operating in the country. It is currently offering its services in various Indian states. Prasanna Purple also provide night buses.

By booking your bus tickets, you can get the services of Prasanna Purple. Below, you can find the different kinds of buses offered by the Prasanna Purple:

- Non AC Seater/Sleeper (2+1)
- Non AC Seater (2+2)
- Non AC Sleeper (2+1)
- Non AC Airbus (2+2)
- Volvo Multi-Axle I-Shift Volvo Multi-Axle AC Semi Sleeper (2+2)
- Volvo Multi-Axle I-Shift AC Sleeper (2+1)
- Semi Sleeper (2+2)

Some of the amenities that you will get on the buses of the service providers Prasanna Purple are reading lights, luggage compartment, charging points and water bottles.

However, keeping in mind the pandemic situation, you might not get blankets and pillows while travelling by buses.





## Bus Amenities



Charging  
Point



Personal  
TV



M-ticket



Staff with  
masks



Blankets



Headsets



Tour Guide



No  
blankets/li  
nens



Regular  
temperatu  
re checks



Movie



Reading  
Light



Deep  
Cleaned  
Buses



Hand  
Sanitisers  
Provided



CCTV



Pillow

## **DNR Express Bus Services**

DNR Express presently has a number of buses operating in the country. It is currently offering its services in various Indian states. DNR Express also provide night buses.

By booking your bus tickets, you can get the services of DNR Express.











Below, you can find the different kinds of buses offered by the DNR Express:

- Non AC Seater/Sleeper (2+1)
- Non AC Seater (2+2)
- Non AC Sleeper (2+1)
- Non AC Airbus (2+2)
- Volvo Multi-Axle I-Shift Volvo Multi-Axle AC Semi Sleeper (2+2)
- Volvo Multi-Axle I-Shift AC Sleeper (2+1)
- Semi Sleeper (2+2)

Some of the amenities that you will get on the buses of the service providers DNR Express are reading lights, luggage compartment, charging points and water bottles. However, keeping in mind the pandemic situation, you might not get blankets and pillows while travelling by buses.



**Features, Facilities and Cancellation Policy Of PURPLE****BUS AMENITIES**

	Reclining seat	No
	Hand Sanitisers Provided	No
	Charging Point	Yes
	Reading Light	No
	WIFI	Yes
	Toilet	No
	Blankets	Yes
	Water Bottle	Yes
	Snacks	No
	Newspaper	No

## **Features**

- Low floor Air-conditioned buses
- 19 major sightseeing tourist attraction including shopping
- 100 additional neighbouring sightseeing points
- Bus frequency of 30 minutes
- GRE in each bus
- On board infotainment by LDC panel
- Free Tourist guide book
- GPS tracking system on each coach
- Reading Lamps
- Dry-Cleaned Bed sheets and Blankets
- Vacuum Cleaned buses & Automatic bus washing system

- Specialised sofa-bed
- Curtains and Separator to maintain privacy
- Personal Infotainment svstem
- Attendant call bell
- 90% Timely departure
- StrIngent adherence to safety norms
- Personal Transit Insurance
- High standards of hvaiene and cleanliness
- Trained and Experienced pilots

## Purple Travels Facilities

Purple Travels bus photos are available online. Purple Travels website also offers testimonials of its various passengers that attest to the company's great service.

- Clean and sanitised interiors
- Auto announcements facility in the bus
- Purple Travels bus tracking service for real-time updates
- Purple Travels offer passenger insurance
- Experienced driver on board
- Technically-sound vehicles - the age of the bus is less than 3 years

You can also avail Purple Travels parcel service at INR 99, which comes with the following features:

- Lowest price for parcels
- Purple Travels parcel tracking feature
- Various items like gifts, documents, flowers, fruit box etc. can also be parceled
- Speedy delivery of items that happens the very next day.

For Mumbai – the parcel delivery happens the very same day.



## **Cancellation Policy**

### **Purple Travels Cancellation Policy**

- Travels levy certain cancellation charges when you cancel a ticket. The charges are deducted as per the following rules:
- If the booking is cancelled from 6 to 12 hours of the bus Purple Travels Bus Ticket Cancellation
- Here are the necessary steps for cancelling Purple Travels online ticket booking
- Check out the 'my booking' tab on the homepage after you log in on Yatra.com Purple
- The 'my booking' tab holds the record of all the recently made bookings. Here you can modify or cancel your booking. Head back to the bus section and select the booking that needs to be cancelled.
- Review the page and then accept all the T&Cs. Your booking will get cancelled.
- Receive notification as a text message and in the form of an email
- Refund shall be processed as per the terms and conditions of the Purple Travels in the account through which booking was originally made.

## Purple Travels Cancellation Policy

Purple Travels levy certain cancellation charges when you cancel a ticket. The charges are deducted as per the following rules:

- If the booking is cancelled from 6 to 12 hours of the bus departure, 100% cancellation charges are levied. You will not get any refund.
- From 12 to 24 hours – 50% cancellation charges are deducted
- From 1 to 3 Days – 30% cancellation charges are levied
- From 3 to 7 Days – 20% cancellation fee is charged
- From 7 to 30 Days – 10% cancellation charges are deducted
- From 12 to 24 hours – 50% cancellation charges are deducted
- From 1 to 3 Days – 30% cancellation charges are levied
- From 3 to 7 Days – 20% cancellation fee is charged
- From 7 to 30 Days – 10% cancellation charges are deducted

## **Features, and Cancellation Policy Of DNR**

### **Key features/differentiators provided to customers**

- Convenience in bus timings, booking, modification and cancellation, etc
- End-to-end connectivity with affordable fares.
- Sophisticated, latest, comfortable buses for ultimate comfort and coziness.
- Greater flexibility in choosing, adjusting seats and buses.
- On-time departure and adherence to arrival time schedules.
- High class passenger safety and convenience.
- Wide spread network of offices/agents for booking (to/return) and query management.
- Additional services like hotels/cars/package tours/buses, etc.

## **Cancellation and Refund policy**

Cancellation rules are displayed as per the bus at the seat chart page for its service for the particular journey date time at the time of booking and should be read carefully.

Once the customer initiates the cancellation for either full or partial booking, DNR express validates the cancellation policy and initiates a refund either in same mode of payment as was done at time of booking or in form of DNR express coupon or prepaid card linked to mobile number used at time of booking at DNR express.

Refund once issued from DNR express goes through the same payment gateways as was used at time of booking and may take 5-10 working days depending on the banking channels.

In some cases, when payment is successful at customer's end but payment gateway fails to electronically communicate back to DNR express servers, we shall poll the payment gateway's servers for next 72 hours to confirm the payment.

In case we receive a successful payment confirmation from payment gateways, we shall try to attempt a successful booking and if the seat is still available we shall issue a successful ticket for the attempted booking.

We shall communicate the same to customers through email or sms on email and mobile provided during the booking process.

In case the payment either fails or no confirmation is received for next 72 hours, no booking shall be made. Customers can follow up with their banking partner for any refund. In case we receive the successful payment confirmation after a delay but the seats are not available, we shall issue a “payment done booking failed (prepaid card) voucher”. This voucher can be applied for another booking immediately.

In case customer is no longer interested in booking, customer has option to request a cancellation of issued voucher and full refund through our feedback channel.

In case we cancel our bus service, there is a full refund that gets automatically generated through the same payment channel from which the original booking payment was received.

In some cases our customer service may reach out to customers to adjust them on another bus at customer’s own discretion either at partial refund post such service or extra payment for an alternate booking.

All insurance fees and charges are non refundable.

Any other charges mentioned at checkout pages as non refundable are too non refundable such as pickup/dropoff charges, porter services, etc.

## Routes And Office

### Prasanna Purple Bus Routes

Prasanna Purple buses run on several bus routes. If you want to have a comfortable journey without any headache, choosing a Prasanna Purple bus service is the best way.

The buses will offer you great comfort and also enable you to reach your chosen destination on a stipulated time.

Prasanna Purple make sure that you have a hassle-free journey on both longer and shorter routes.

The routes taken by Prasanna Purple bus are well-constructed and smooth to ensure a relaxing journey to passengers. You can also check out all the boarding and dropping points of Prasanna Purple buses on MakeMyTrip.

<b>Longest Bus Route Operated</b>	
<b>Bus Route</b>	<b>Distance</b>
Goa to Aurangabad	675 Km

<b>Shortest Bus Route Operated</b>	
<b>Bus Route</b>	<b>Distance</b>
Nashik to Pune	210 Km

## Top Bus Routes for Prasanna Purple

### Pune to Nashik bus

4 hr 42 mins (appx.)

AC Sleeper

**₹450**

onwards

### Nashik to Pune bus

5 hr 23 mins (appx.)

AC Sleeper

**₹400**

onwards

### Pune to Kolhapur(Maharashtra) bus

8 hr 45 mins (appx.)

AC Seater, AC Sleeper, Non AC Sleeper, Non AC Seater, Non AC Seater/Sleeper, AC Seater/Sleeper

**₹140**

onwards

### Pune to Parbhani bus

9 hr 13 mins (appx.)

AC Sleeper

**₹667**

onwards

### Anand to Dombivli bus

10 hr 8 mins (appx.)

AC Sleeper

**₹700**

onwards

### Mumbai to Goa bus

17 hr 5 mins (appx.)

Non AC Sleeper, Non AC Seater, AC Sleeper, AC Seater/Sleeper

**₹650**

onwards

### Aurangabad to Pune bus

17 hr 20 mins (appx.)

Non AC Seater, AC Seater, AC Seater/Sleeper, AC Sleeper, Non AC Sleeper

**₹85**

onwards

### Delhi to Agra 1 Day Package bus

17 hr 38 mins (appx.)

AC Seater

**₹599**

onwards

### Mumbai to Kolhapur(Maharashtra) bus

19 hr 21 mins (appx.)

AC Seater/Sleeper, Non AC Seater, AC Seater, AC Sleeper, Non AC Sleeper, Non AC Seater/Sleeper

**₹460**

onwards

### Mumbai to Pune bus

30 hr 49 mins (appx.)

AC Seater, AC Sleeper, AC Seater/Sleeper, Non AC Seater, Non AC Sleeper, Non AC Seater/Sleeper

**₹160**

onwards

## Routes And Office

### DNR Express Bus Routes

DNR Express buses run on several bus routes. If you want to have a comfortable journey without any headache, choosing a DNR Express bus service is the best way.

The buses will offer you great comfort and also enable you to reach your chosen destination on a stipulated time.

DNR Express make sure that you have a hassle-free journey on both longer and shorter routes.

The routes taken by DNR Express bus are well-constructed and smooth to ensure a relaxing journey to passengers.

You can also check out all the boarding and dropping points of DNR Express buses on MakeMyTrip.

### Longest Bus Route Operated

Bus Route	Distance
Chandrapur to Ahmednagar	607 Km

### Shortest Bus Route Operated

Bus Route	Distance
Chandrapur to Ahmednagar	607 Km



Yavatmal to Ahmednagar From ₹ INR 1099

6 bus options

[BOOK NOW](#)

Chandrapur to Nagpur From ₹ INR 299

22 bus options

[BOOK NOW](#)

Warora to Pune From ₹ INR 1499

6 bus options

[BOOK NOW](#)

Warora to Nagpur From ₹ INR 299

20 bus options

[BOOK NOW](#)

Yavatmal to Jalna From ₹ INR 1099

6 bus options

[BOOK NOW](#)

Warora to Jalna From ₹ INR 1499

6 bus options

[BOOK NOW](#)

Pune to Ahmednagar From ₹ INR 1499

5 bus options

[BOOK NOW](#)

Chandrapur to Pune From ₹ INR 1499

6 bus options

[BOOK NOW](#)

Pune to Yavatmal From ₹ INR 1499

5 bus options

[BOOK NOW](#)

Darwha to Pune From ₹ INR 1099

6 bus options

[BOOK NOW](#)

# **COMPANY PROFILE**

## COMPANY PROFILE OF PURPLE

Name Prasanna Purple: Servicing Public Transport  
Pvt.Ltd

Company Logo



Founded by MR. Prasanna Patwardhan (CEO)

Founded in 1988-1992

Address Historian Joshi Marg, Nisarg Hotel Lane.  
Off Karve Road, Erandwane.

City Pune ( Maharashtra)

Zip/Postal Code 411004

Country India

Tel (020)67186800 (020)66835555

Website <https://prasannapurple.com//>

Located in Pune | Mumbai | Nagpur | Goa | Indore | Nanded |  
Akola | Chandrapur | Wardha | Dhule

Offerings City Bus  
Intercity Bus  
Bus Tours HOHO Tours

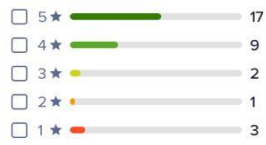
**PRASANNA PURPLE MOBILITY SOLUTIONS** Reviews

Updated 13 Oct, 2022

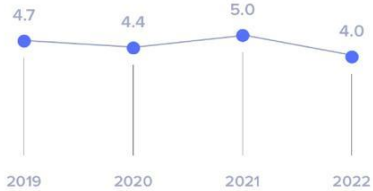
**Overall Rating**

★ 4.2

[see rating trend](#) ^

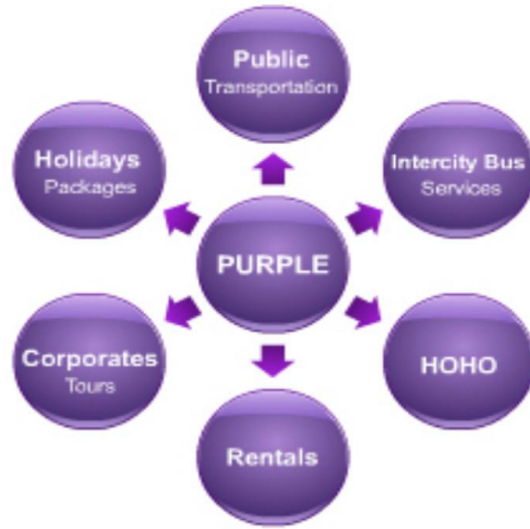


**Overall Trend**



**Rating in categories**

- ★ 4.0 Company Culture
- ★ 3.9 Skill Development
- ★ 3.7 Work Satisfaction
- ★ 3.6 Job Security
- ★ 3.6 Salary & Benefits
- ★ 3.6 Work-Life Balance
- ★ 3.5 Promotions / Appraisals



**Address**

Prasanna Purple Mobility Solutions Pvt. Ltd. Karve Road Saiprasad 8/12, Historian Joshi Marg, Nisarg Hotel Lane, Erandwane, Pune- 411004  
Tel : (020) 67186800

## COMPANY PROFILE OF DNR

Name	DNR EXPRESS	
Company Logo		
Founded By	Kulwinder Sandhu	
Founded In	2015	
Address	Opp.Pwd Office,Sanjay Gandhi Market Near Water Tank Nagpur Road	
City	Chandrapur	
State	Maharashtra	
Zip/Postal Code	442401	
Country	India	
Phone	8380000377	
Helpline no	8380000277	
Website	<a href="http://www.dnrexpress.in//">http://www.dnrexpress.in//</a>	
Located in	Pune   Aurangabad   Jalna   Bhadravati Chandrapur   Wardha   Yavatmal   Wani	
Offering	Bus Travels ,Tours Corporate Travels	

**DNR Express Reviews**

based on 26 reviews

Updated 24 Jan, 2023

**Overall Rating**

★ 3.9

[see rating trend](#) ^**Overall Trend****Rating in categories**

- ★ 3.9 Company Culture
- ★ 3.7 Skill Development
- ★ 3.8 Work-Life Balance
- ★ 3.6 Promotions / Apprais
- ★ 3.7 Salary & Benefits
- ★ 3.3 Job Security
- ★ 3.7 Work Satisfaction

**Corporate Head Office - Chandrapur****CHANDRAPUR**

OPP. PWD OFFICE,  
SANJAY GANDHI MARKET,  
NEAR PANI KI TANKI,  
NAGPUR ROAD,  
CHANDRAPUR-442401

Phone No : [8380000377](tel:8380000377), [8380000277](tel:8380000277)

Helpline No : [8380000277](tel:8380000277)

## **RESEARCH STUDY**

- **Objective of study**
- **Need of study**
- **Hypothesis**
- **Limitations**

## **Objective of study**

The study has been conducted to an effect for understanding of Marketing Strategy of PURPLE and DNR.

### **The Specific objectives of the study are:-**

- To gain an overview of the present Marketing Condition of both the companies.
- To identify key attributes in the Marketing business model of PURPLE and DNR.
- To define the way in which both the companies has made strategy to accomplish more subscribers base.
- To assess the key ways in which PURPLE and DNR has dominated the entire Travelling Industry.



### **Need of study**

- To know about all types of private buses which comes in private sector.
- To inform People about the private sector relating with government sector.
- To know about which company is better in this business.
- To measure the public satisfaction towards both the company.
- To measure or know all about their management of company.

## **Hypothesis**

A hypothesis is a testable statement of what the researcher predicts will be the outcome of the study.

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis.

**H<sub>0</sub>**:- Service has significant impact on passengers while travelling any journey.

**H<sub>1</sub>**:- Service has no significant impact on passengers while travelling any journey.

## **Limitations**

- The study give the overview of the difference between DNR and purple busses.
- The data collected of the study is form the secondary source.
- The study only focuses the marketing strategy of both the companies.
- The study shows the services offered by the companies.
- The research was carried out in a short period of time.

## **RESEARCH METHODOLOGY**

- **PRIMARY DATA**
- **SECONDARY DATA**

## **RESEARCH METHODOLOGY**

What is Research...?

Research means search for facts in order to find answers to certain questions or to find solutions to certain problems. It is often referred to as 'scientific inquiry' or 'scientific investigation' into a specific problem or situation.

Methodology includes the overall research procedures, which are followed in the research study.

This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Two broad methodologies can be used to answer any research question—experimental research and non-experimental research. The major difference between the two methodologies lies in the control of extraneous variables by the intervention of the investigator in the experimental research.

### **DATA COLLECTION METHODS**

There are two types of data.

- **Primary data**
- **Secondary data**

### **PRIMARY DATA**

The primary data is that data which is collected fresh and first hand and for first time which is original in nature. Primary data for this project report is collected by:

Primary sources would mainly be the semi structures interviews with some current and prospective investors.

### **SECONDARY DATA**

The secondary data are those which are collected by web-based, publication in the newspapers, Magazines and information available in the Internet.

Various tools and techniques have been used to depict the data using graph and pie charts. The data collected for the research purpose in this study is derived from secondary sources only such as websites, magazines and books related to the topic.

**DATA ANALYSIS**  
**AND**  
**INTERPRETATION**

## **Data Analysis and Interpretation**

### ANALYSIS OF DATA-

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making.

Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

### INTERPRETATION OF DATA-

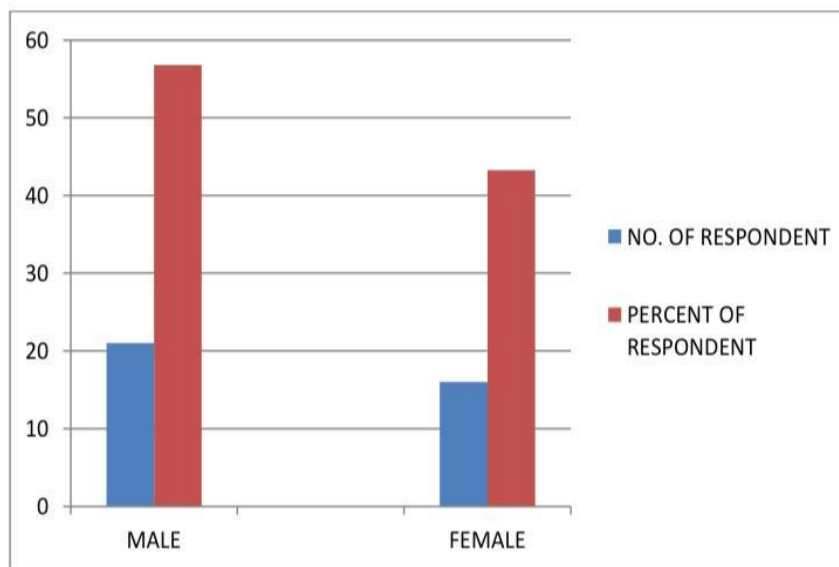
Data interpretation is the study of scientific measurements and observations to develop evidence for responding to a query. The common tools used for data interpretation are electronic spreadsheets which are capable of sorting, graphing and searching data.

Interpretation is a communication process, made to reveal meanings and relationships of our cultural and natural heritage, through involvement with objects, artifacts, landscapes and sites. Interpreting therefore assigns a meaning to a particular subject of concern.



## 1. Gender of respondents

GENDER	NO. OF RESPONDENT	PERCENT OF RESPONDENT
MALE	21	56.75
FEMALE	16	43.24

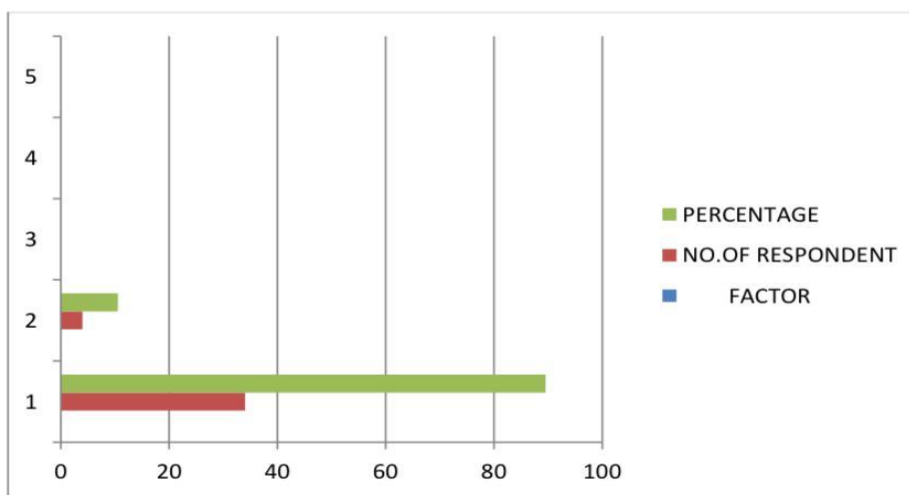


### INTERPRETATION :

Out of 37 respondents, 56.75% are male and 43.24% are female.

## 2. Do you know about Purple and DNR ?

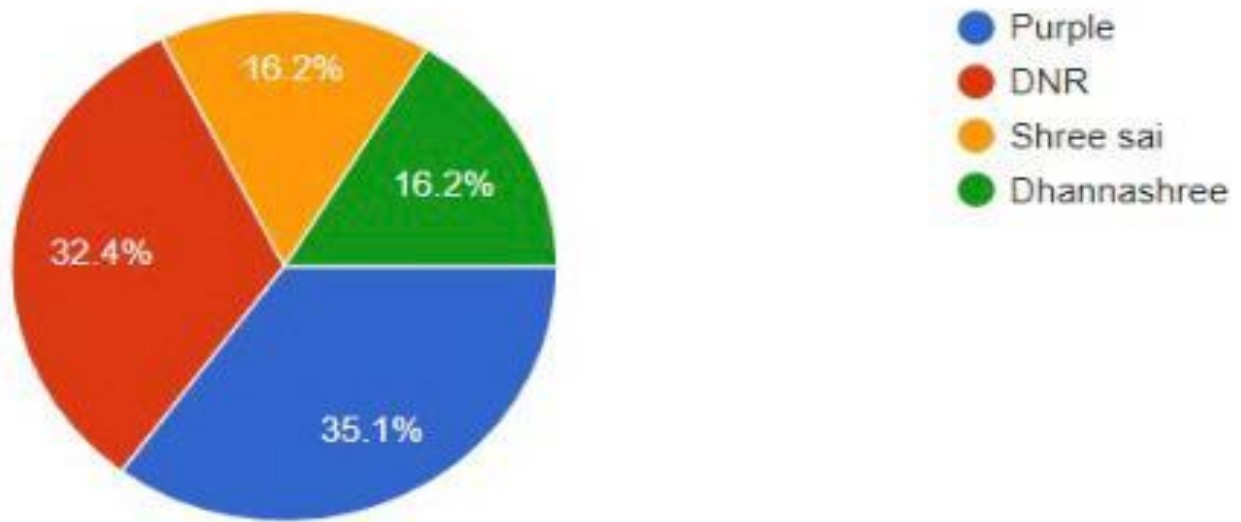
FACTOR	NO.OF RESPONDENT	PERCENTAGE
YES	34	89.5
NO	4	10.5



### INTERPRETATION :

From the above table we can analyze that among the customers of Purple and DNR 33 members are well aware of Purple and DNR and 4 customers are not aware of this.

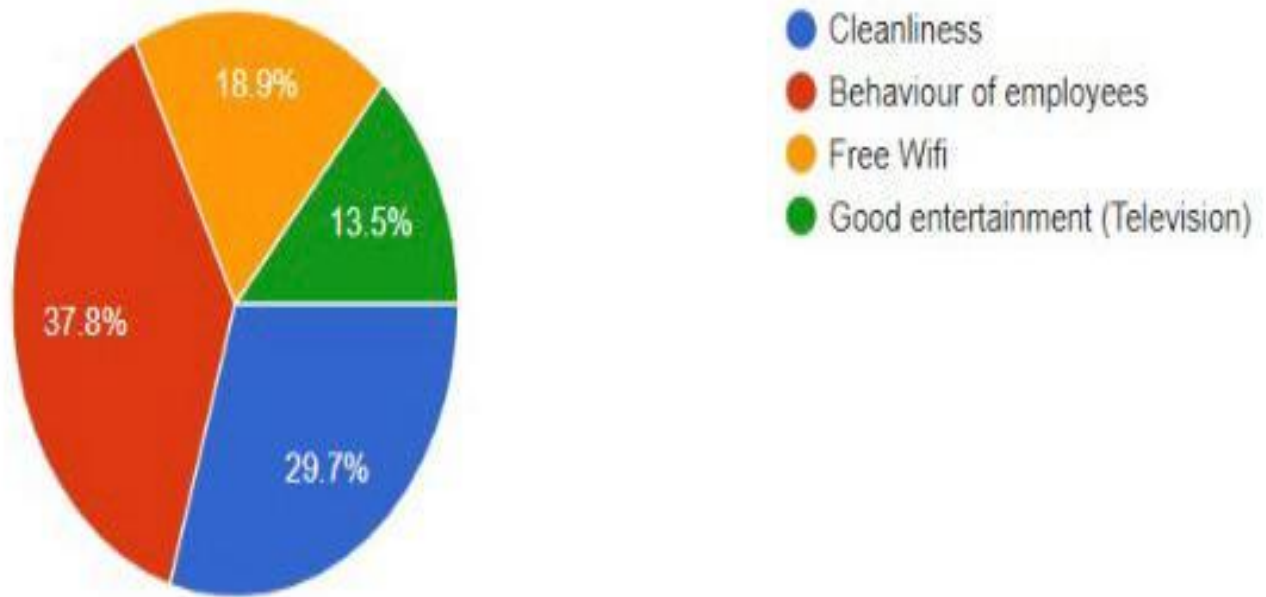
3. Which bus agency you like most to travel ?



**INTERPRETATION :**

From the above pie chart showing the frequency of customers who like different types of buses to travel.

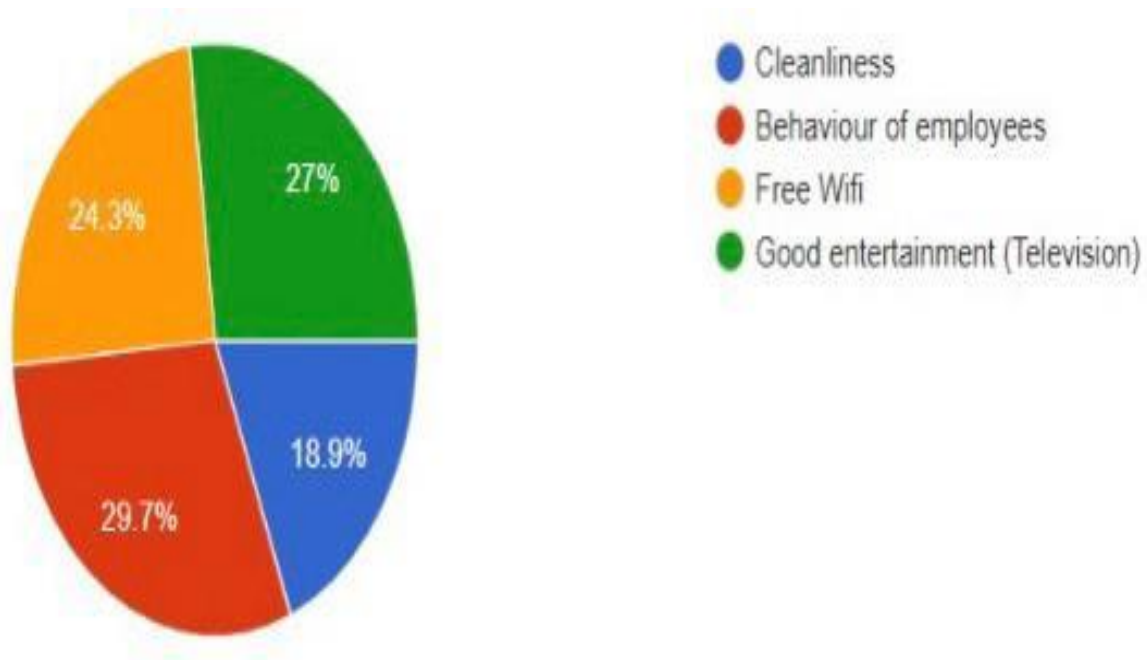
#### 4. What do you like in DNR ?



#### **INTERPRETATION :**

From the above pie chart showing that the customers who likes to travel from DNR and the customers who are travelling daily with DNR so, what they like in DNR travels agency while travelling.

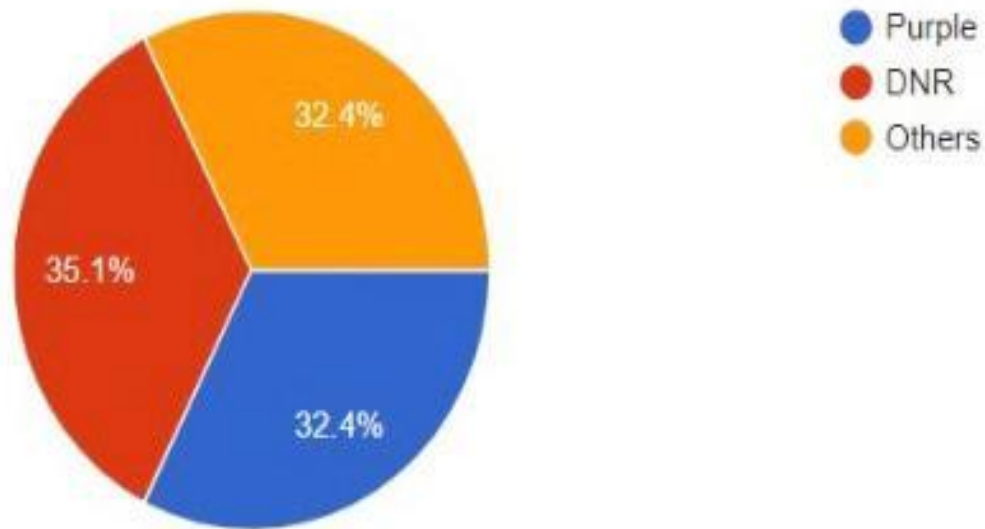
### 5. What do you like in Purple ?



### **INTERPRETATION :**

From the above pie chart ,showing that the customers who likes to travel from Purple and the customers who are travelling daily with Purple so, what they like in Purple travels agency while travelling.

## 6. Which bus agency gives better facilities to the customer



### **INTERPRETATION :**

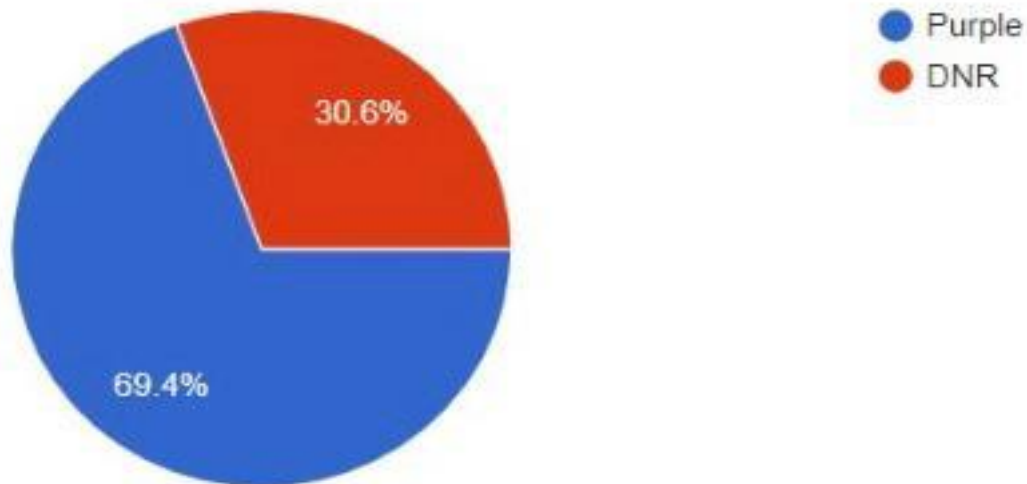
From the above pie chart, showing we can identified that which bus agency gives better facilities to the customer.

32.4% people likes Purple bus agency facilities while travelling.

35.1% people likes DNR bus agency facilities while travelling.

and remaining 32.4% peoples likes other agencies facilities while travelling.

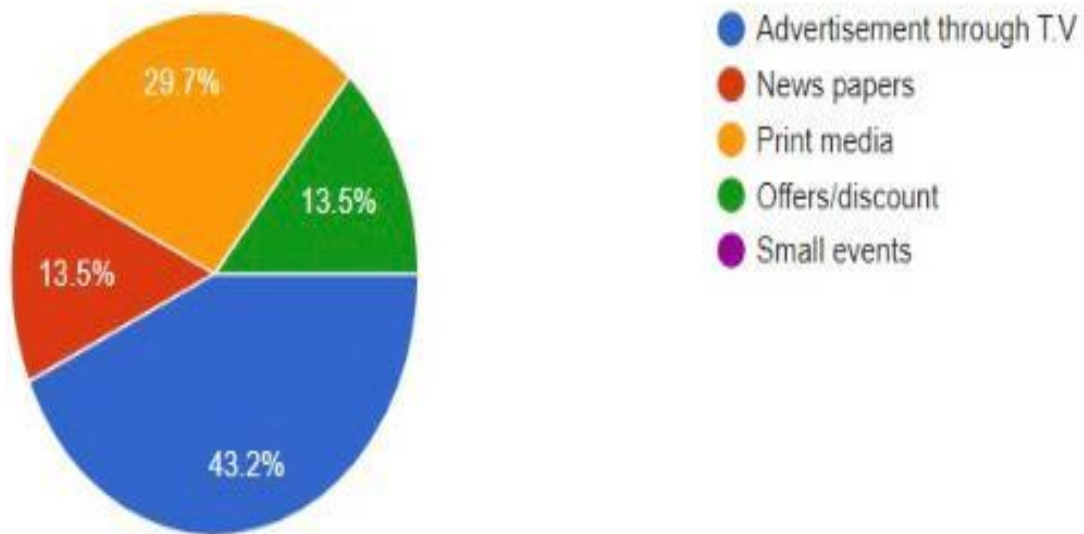
7. Which bus agency has more satisfaction level ?



**INTERPRETATION :**

From the above pie chart showing the customer satisfaction level among both the buses and it is proved that Purple gives more satisfaction to customers as compared to DNR.

8. What should Purple bus agency DNR bus agency can do for its advertisement growth ?



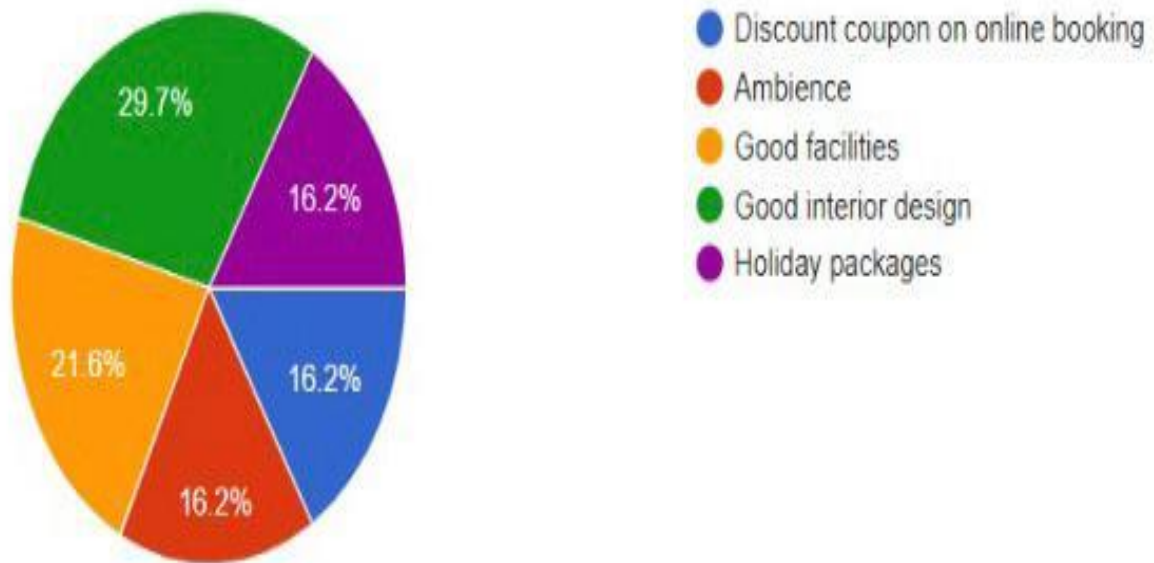
---

### **INTERPRETATION :**

From the above pie chart showing how Purple bus agency can do its advertisement for its growth.



9. What should Purple bus agency can do to attract its customers ?



**INTERPRETATION :**

From the above pie chart showing how purple bus agency can attract its customers.

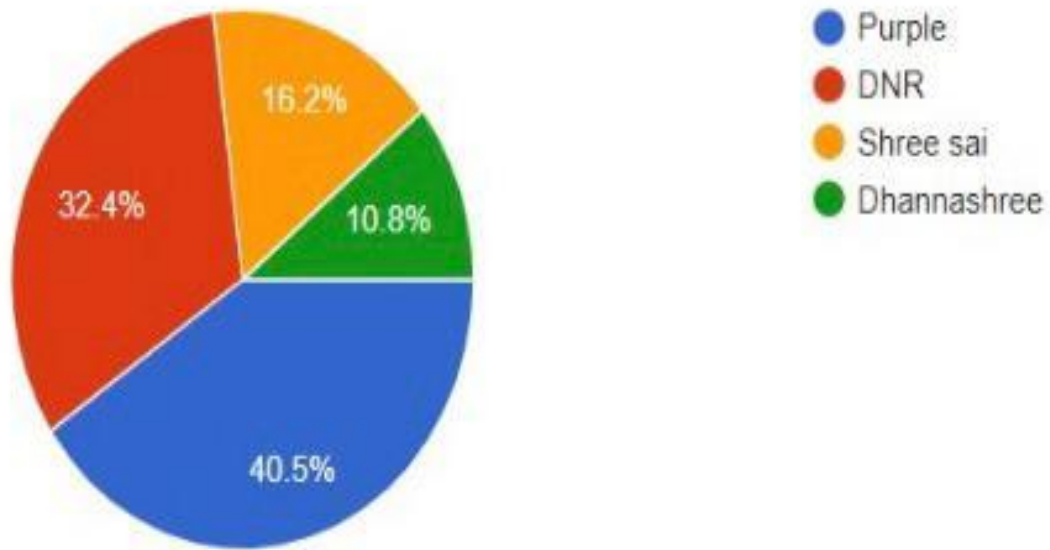
10. What should DNR bus agency can do to attract its customers ?



**INTERPRETATION :**

From the above pie chart showing how DNR bus agency can attract its customers.

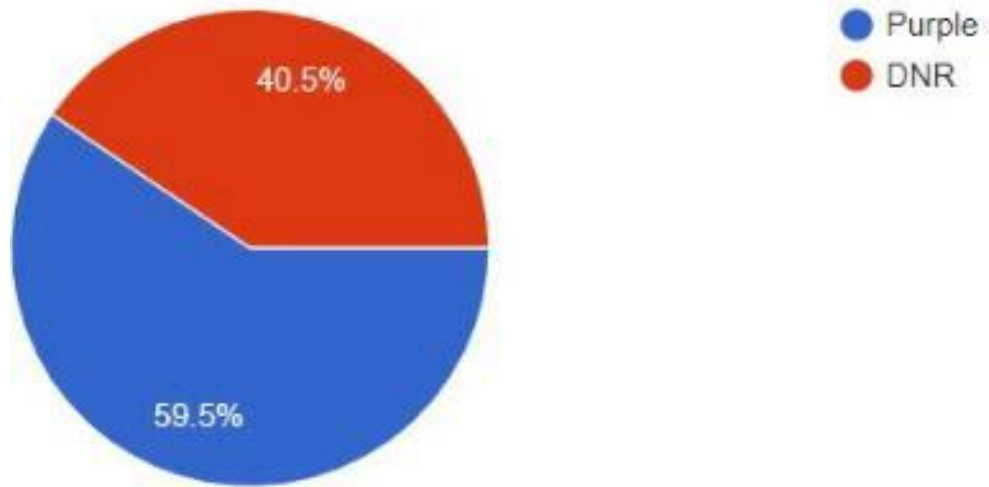
11. Which bus agency gives better tour packages ?



**INTERPRETATION :**

From the above pie chart showing better tour packages of bus agencies.

12. Which company has a big network of travelling ?



**INTERPRETATION:**

From the above pie chart showing a big network of travelling in which Purple has a big network as compared to DNR.

# **HYPOTHESIS TESTING**

## Hypothesis testing

A hypothesis is a testable statement of what the researcher predicts will be the outcome of the study.

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis.

**H0:** Service has significant impact on passengers while travelling any journey.

**H1:** Service has no significant impact on passengers while travelling any journey

From the above Analysis, it is found that from the above given Hypothesis 1 the alternate Hypothesis i.e., H1 “Service has no significant impact on passengers while travelling any journey” is found to be true. Hence, accepted whereas null hypothesis i.e., H0 “Service has significant impact on passengers while travelling any journey.” is rejected.

## **SUGGESTIONS**

## **SUGGESTION**

- Expanding its service portfolio to cater to emerging customer needs.
- Enhancing its distribution channels, including digital channels, to improve customer acquisition and retention.
- Investing in customer service and satisfaction initiatives to improve customer loyalty.
- Focusing on cost optimization and operational efficiencies to improve profitability.
- Exploring strategic partnerships and alliances to enhance market share and competitiveness.



## **CONCLUSION**

## **Conclusion**

- After analyzing the data we conclude that there are no such difference between PURPLE bus company and DNR bus company, though they are competitor of each other but both the company acquires equal position in the market.
- Most of the people who travel mostly prefer these bus services than other.
- By analyzing the data we got to know the both offering quality services to their customers which result that peoples choose there services again and again to travel one place to another.

## **BIBLIOGRAPHY**

## **Bibliography**

[www.prasannapurple.com](http://www.prasannapurple.com)

<https://en.mn.wikipedia.org/wiki/bus>

<http://purplebus.in/Gallery.aspx>

[www.dnrexpress.in](http://www.dnrexpress.in)

<https://prasannapurple.com//Aboutus.aspx>

# **QUESTIONNAIRE**

1. Gender of respondents ?
  - a) Male
  - b) Female
  
2. Do you know about Purple and DNR ?
  - a) Yes
  - b) No
  
3. Which bus agency you like most to travel ?
  - a) Purple
  - b) DNR
  - c) Shree sai
  - d) Dhannashree
  
4. What do you like in DNR ?
  - a) Cleanliness
  - b) Behaviour of employees
  - c) Free Wifi
  - d) Good entertainment (Television)

5. What do you like in Purple ?

- a) Cleanliness
- b) Behaviour of employees
- c) Free Wifi
- d) Good entertainment (Television)

6. Which bus agency gives better facilities to the customer ?

- a) Purple
- b) DNR
- c) Others

7. Which bus agency has more satisfaction level ?

- a) Purple
- b) DNR

8. What should Purple bus agency and DNR bus agency can do for its advertisement growth ?

- a) Advertisement through T.V
- b) News papers
- c) Print media
- d) Offers/discount
- e) Small events

9. What should Purple bus agency can do to attract its customers ?

- a) Discount coupon on online booking
- b) Ambience
- c) Good facilities
- d) Good interior design
- e) Holiday packages

10. What should DNR bus agency can do to attract its customers ?

- a) Discount coupon on online booking
- b) Ambience
- c) Good facilities
- d) Good interior designs
- e) Holiday packages

11. Which bus agency gives better tour packages ?

- a) Purple
- b) DNR
- c) Shree sai
- d) Dhannashree

12. Which company has a big network of travelling ?

- a) Purple
- b) DNR