

# A Study of Marketing Strategies to Improve Customer Base w.r.t of Kotak Mahindra Bank in Nagpur

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**Abstract:** *The 'marketing concept' proposes that in order to satisfy the organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. This concept oriented from Adam Smith's book The Wealth of Nations, but would not become widely used until nearly 200 years later. Marketing and Marketing Concepts are directly related.*

*Given the centrality of customer needs and wants in marketing, a rich understanding of these concepts is essential:*

*Needs: Something necessary for people to live a healthy, stable and safe life. When needs for food, water and shelter; or subjective and psychological, such as the need to belong to family or social group and the needs for self-esteem.*

*Wants: Something that is desired, wished for or aspired to. Wants are not essential for basic survival and not essential for basic survival and often shaped by culture or peer- groups.*

*Demands: When needs and wants are backed by the ability to pay, they have the potential to become economic demands*

**Keywords:** Kotak Mahindra Service Strategies, Sales After services, commitment full fill to the customers , increasing brand reputation image

## REFERENCES

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