

## Abstract

This study aims to explore the impact of branding on product marketing, specifically focusing on Kamai Elevators Ltd., a prominent player in the elevator and escalator industry, with reference to its operations in Chennai. Branding plays a crucial role in differentiating products in a competitive marketplace, creating a unique identity, and fostering customer loyalty. In the elevator industry, where technology and functionality are key, effective branding can significantly influence customer perceptions, decision-making, and brand equity, especially in a diverse and evolving market like Chennai.

The primary objective of this research is to examine how branding strategies influence the marketing and sales of Kamai Elevators Ltd. products. The study will investigate the relationship between the company's brand image, customer loyalty, and product performance. Additionally, the study will assess how branding helps the company differentiate its offerings from competitors and the impact it has on market positioning and customer satisfaction.

The findings of this study will provide Kamai Elevators Ltd. with valuable insights into how its branding strategies are influencing product marketing and sales. Based on the results, the study will offer recommendations on how to strengthen the company's brand image, enhance customer loyalty, and improve marketing effectiveness to sustain competitive advantage in the growing elevator market in Chennai.