

**St. Joseph's College of Commerce (Autonomous)**

**AGAMYA 2025**

**13<sup>th</sup> Annual National Level Research Colloquium for Undergraduate and Postgraduate Students**

**Theme: Catalyzing Change: Integrating Sustainable Practices for a Resilient Future**

**External Students**

<b>Sl.no.</b>	<b>Author</b>	<b>Co-author</b>	<b>Co-author-2</b>	<b>Title of the paper</b>
1.	Shwetha A	Bhavana Kulkarni	-	A Study On How Trust, Ease Of Use, And Social Influence Shape Customer Retention On Whatsapp Pay In India
2.	L. Sanjay	Ruth Mary Joseph	-	Student Engagement In Sustainability Initiatives
3.	Anushree A	Anushree A	Nikhil A	To Study The Green Marketing Strategies And Practices Of The Natural Skincare And Hair Care Product Brands.
4.	Juliya Antony	Swathy Biju	-	Analyzing The Evolution Of The Investor Herding Behavior In The Indian Stock Market During And After Covid-19 Pandemic
5.	Kusuma J	Shalini N	-	The Importance Of Future Trends In Green Marketing
6.	Ashok P	Nithish Raj	Praveen	Sustainable Accounting For A Better Planet: Focusing On Climate, Oceans, And Land"
7.	Abhishek.S	Lipsa Nayak	-	Paperless Learning:Achieving Sustainability In The Age Of E-Learning
8.	Fiza Banu	Sadiqa Athar	Adnan Ahmed Khan R	From Dialogue To Action: The Evolution Of Stakeholder Engagement In Sustainability
9.	Trisha Goswami	Zurenthung Odyuo	Justin Gilbert Bhaju	A Study On The Impact Of Digital Transaction Mechanisms Among The Indian Urban Middle-Class.
10.	Mp Keerthana	Lokho Akhaa	-	Challenges And OpportunitiesFor Msmes In Achieving Sustainability
11.	Shobita R J	Madhumithra T M	-	The Role Of Green Bonds In Sustainable Urban Development: Funding Smart Cities And Green Infrastructure
12.	Beryl Ophelia D	Ananya R	Yugashri C Shekar	Micro Scale Green Infrastructure: A Pathway For Climate Adaptive Communities

13.	Shwetha A	Bhavana Kulkarni	-	Consumer Perception Towards Whatsapp Pay Among Youth
14.	Mahima Susan Varghese	Kochuthresia Reji	-	Exploring entrepreneurial awareness and attitudes towards circular business models in bangalore
15.	Sufiya Kouser	Divine D Jacob	-	A Comparative Study On Measure Taken To Promote Sustainability In Developing And Under Developed Countries.
16.	Devika V H	Abhishek	-	A Study Of Consumer Behavior And Market Barriers In Kirana Stores: Exploring The Challenges In Adopting Sustainable Products Among Low-Income Segments
17.	Dr. Shankar R	Prerena Kumari	Daksha Sunil Kumar	Consumer Behavior And The Shift Towards Sustainable Fashion
18.	Shalini Sk	Dr.Madhu Druvakumar	Dr.Madhu Druvakumar	The Impact Of Green Marketing On Consumer Purchasing Behavior: A Study On Sustainable Brand Loyalty
19.	Rakshitha N	Somashekar T S	-	A Study On Sustainability Accounting With Special Reference To Gender Equality
20.	Sushmitha A	Joseph	-	Ai-Driven Innovations For Sustainable Development: Building A Greener Future
21.	Somashekar.T.S	Rakshitha	Ashok P	The Impact Of Cashless Transactions On Economic Growth In India
22.	Purushotham G	Benita A	-	Effect Of Digital Payment Behaviour In Chennai
23.	Irin Theres Dalu	-	-	A Study On Green Finance: A Pathway To Sustainable Development And Economic Growth To The Private Sector Banks
24.	Sudeksha	-	-	Holistic Approaches To Employee Well- Being: A Systematic Literature Review
25.	Sayed	-	-	Trends In Renewable Energy Generationand The Impact Of Budgetary Allocations On Solar Pv Imports In India
26.	Sneha.S	Komal Rathod	Hoineihat Mate	Innovative Biodegradable Materials For Sustainable Packaging In The Food Industry

27.	Prerna U	-	-	Cleaning Up Our Act: Coconut Husk As A Biodegradable And Effective Cleaning Tool.
28.	Harini K	Bathma Cashini.M	Mahima .R	Green Marketing And Digital Marketing
29.	Yalini S	Mirdubashini A	Kanimozhi M	The Role Of Human Resources In Promoting Sustainability And Employee Engagement In The Modern Workplace
30.	Mohana Sundari. S	Prithipa.S	-	CSR And Sustainability
31.	Abirami B	Jeevika V. S	-	Green Human Resource Management

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**Theme: Catalyzing Change: Integrating Sustainable Practices for a Resilient Future**

**Internal Students (M. Com FT, FA, IB)**

<b>Sl. No.</b>	<b>Author</b>	<b>Register Number</b>	<b>Title of the paper</b>
1.	Risha R Shetty	24SJCCMFA034	A Study On Consumer Perception On Online And Offline Shopping
2.	S Neha	24SJCCMFA036	Exploring Consumer Perceptions Of Fitness Centres With Special Reference To Bangalore
3.	S. Vamshita Meena	24SJCCMFA037	A Study On Consumer Buying Behaviour Towards Electronic Products In Bengaluru City
4.	Sahil Joseph	24SJCCMFA038	A Study On The Impact Of Social Media On Consumer Buying Behaviour With Special Reference To Bangalore City
5.	Sherina.A. J	24SJCCMFA040	A Study On Consumer Perception Towards UPI Services With Reference To Bengaluru City.
6.	Tejaswi R	24SJCCMFA043	A Study On Consumer Satisfaction On Selected Online Platform
7.	Tony Ranjith A	24SJCCMFA045	A Study On The Impact Of Social Media Influencers On Consumer Buying Behaviour
8.	Uma Makeshwari G	24SJCCMFA046	A Study On Promotional Offers And It's Impact On Consumer Behaviour
9.	Vandana Yadav	24SJCCMFA047	A Study On Effects Of Mobile Usage On Students Mental Health
10	Vyssa Sre M.	24SJCCMFA048	A Study On The Socio-Economic Conditions Of Gig Economy
11	Arbeena Asif Ali	24SJCCM004	A Study On Social Media Influence On

			Consumer Buying Behavior
12	Baslica Sharon	24SJCCM006	A Study On Consumer Preference Towards E-Commerce Platforms
13	Deepak R	24SJCCM007	A Study On Consumer Perceptions Towards Selected Fitness Centre In Bangalore City
14	Devika Saleelan Kelappachery	24SJCCM008	A Study On Stress Of Employees And It's Impact On Job Satisfaction
15	Dhanalakshmi P	24SJCCM009	A Study On Consumer Perception Towards Digital Advertising And Its Impact On The Buying Behavior In Bangalore
16	Hazel Louis Rosario	24SJCCM012	A Study On Role Of Diversity And Inclusion In Workplace And It's Impact On Organisational Productivity Of Bombay
17	J Donilla Jenitha	24SJCCM013	A Study On Consumer Perceptions Towards Buying Organic Grocery
18	Jeevan Isahak	24SJCCM014	"A Study On Faculty Mental Well-Being And Its Impact On The Organizational Performance Of St. Joseph's Group Of Educational Institution In Banglore City"
19	Jerrita Clancy J	24SJCCM015	A Study On Consumer Buyer Behaviour Towards Dairy Products With Special Reference To Bangalore City
20	Justina K Mathew	24SJCCM018	A Study On Consumer Buying Behaviour Towards Laptops With Special Reference To Bangalore City
21	Kezia Alice Kurian	24SJCCM019	A Study On Impact Of Social Media Advertising On Consumer Buying Decision With Special Reference To Personal Care Fast Moving Consumer Goods In Kerala
22	Koushik Kumar R	24SJCCM021	A Study On The Impact Of The Transparency Advertising On Consumer Trust With Special Reference To Bangalore City.
23	L Priyadharshini	24SJCCM022	A Study On Impact Of Social Media On Education With Reference To Bangalore City: Exploring It's Impact On Learning Outcome And Academic Engagement
24	Merril Trisha V	24SJCCM023	A Study On Consumer Perception Towards Subscription Of Ott Platforms
25	Mithila M K	24SJCCM024	A Study On Factors Influencing Consumer Buying Behavior In Choosing Online Vs. Offline Grocery Shopping
26	R. J. Jayanth	24SJCCM026	A Study On The Consumer Perception Towards Gaming And Betting Apps
27	Renisha Lobo	24SJCCM028	A Study On The Impact Of Gaming Consoles On The Youth With Special Reference To Bangalore City
28	Ruhidash Tensubam	24SJCCM030	A Study On Consumer Perceptions Towards Upi Services With Special References To Bangalore City
29	Sayeeda	24SJCCM031	The Impact Of Gold Prices On Investment

			Decisions In Bangalore: A Quantitative Study
30	Sirisha S R	24SJCCMFA050	Impact Of Social Media On Academic Performance Of Students In Bangalore City
31	Sanjana Monica	24SJCCMFA055	A Study On The Impact Of Consumer Trust On Buying Behavior Towards Online Shopping
32	K M Mohammed Faiz	24SJCCMFA057	A Study On Consumer Satisfaction Towards Chocolates With Special Reference To Bengaluru City
33	Monisha.S	24SJCCMFA059	A Study On Consumer Perception Towards OTT Platforms With Special Reference To Bangalore City
34	Neha Marilyn J	24SJCCMIB011	Study On Consumer Perception Towards Packaging With Special Reference To Social, Economic And Environmental Sustainability.
35	Sayi Diviya Darshini S Y	24SJCCM032	A Study On Consumer Perception Towards Sustainable Packaging Of Food Products
36	Trishalini Ram T	24SJCCM036	A Study On Consumer Perception Towardsstudy On Consumer Perception Towards Sustainable Practices With Special Reference To Environmental, Social And Economic Sustainability
37	Vinuth Raj R	24SJCCM037	A Study On Digital Advertising And Impact On Consumer Buying Behaviour
38	Shakthi V	24SJCCM041	A Study On Saving And Investment Pattern Of Working Women With Special Reference To Karnataka
39	Mukund Niranjana B	24SJCCM046	A Study On Consumer Buying Behaviour Towards Sports Articles And Clothing With Reference To Bangalore City
40	Aadharsh M	24SJCCMIB001	A Study On Brand Loyalty In Fmcg Sector
41	Aiswarya S	24SJCCMIB002	A Study On The Impact Of Cultural Trends On Consumer Buying Behaviour Towards Fashion Attires.
42	Allen William	24SJCCMIB003	A Comparative Study Of The Impact Of Different Leadership Styles On Organizational Performance
43	Amrutha Prakash	24SJCCMIB004	Impact Of Social Media Advertising On Buying Behaviour Of Consumers Towards Selected Restaurants
44	Antony Sabu	24SJCCMIB005	A Study On Consumer Perception Towards Zomato Application In Chennai City
45	Arunima Sreekumar	24SJCCMIB006	A Study On The Roi Measurement Techniques For Traditional Marketing In Bangalore: A Current Methodological Review
46	Bushra Fathima	24SJCCMIB007	A Study On Social Media Engagement And Its Impact On Mental Health/ Wellbeing Of People Of Bangalore City
47	Darani Kanna E	24SJCCMIB009	A Study On Consumer Perception On E-Two -

			Wheeler's
48	Harshaveena B	24SJCCMIB010	A Study On Consumer Perception Towards International Chocolate Brands
49	Jason John Abraham	24SJCCMIB012	A Study On Consumer Perception Towards In-Store Purchase At Local Stores And Online Purchase Of Branded Furniture With Special Reference To Bangalore City
50	Jesil Benny	24SJCCMIB013	A Study On Customer Perception Towards E-Rental Two Wheelers With Special Reference To Bangalore City
51	Jinpa Tashi	24SJCCMIB014	A Study On Consumers Perception Towards Sustainable Products With Special Reference To Bangalore City
52	Esther Buella C	24SJCCMIB016	A Study On Consumer Perception Towards Brand With Reference To Bangalore ( Income And Luxury)
53	Kommam Wahengbam	24SJCCMIB017	A Study On Consumer Perception Towards Fast Food Restaurants With Special Reference To Bangalore City
54	Mukhund T M	24SJCCMIB020	A Study On Consumer Perception Towards Ready - To - Eat Products (Bangalore City)
55	Nixon Tj	24SJCCMIB021	A Study Examining The Influence Of Remote Work Culture On Employee Productivity
56	Rajkumar P	24SJCCMIB022	A Study On The Impact Of Social Media Marketing On Consumer Perception Of Apple Products In Bangalore
57	Reshma Warriar	24SJCCMIB024	A Study On Understanding Consumer Perception And Demand For Cosmetic Products In Metropolitan Cities
58	Rizwana Halima	24SJCCMIB025	A Study On The Impact Of Social Media Influencers On Millennials' Purchase Intentions Or Buying Behavior Of Millennials With Special Reference To Bangalore City
59	Ronisha Marlene Meyn	24SJCCMIB026	A Study On The Impact Of Upi On Consumer Spending Behaviour.
60	Sabin Kv	24SJCCMIB027	A Study On Consumer Perception Towards Quick Delivery Apps With Social Reference To Zepto And Blinkit
61	Sakthivel M	24SJCCMIB028	A Study On Consumer Perceptions Towards Online Grocery Delivery Services With Special Reference To Bangalore City.
62	Santa Dey	24SJCCMIB029	A Study On Green Agriculture Awareness And Market Dynamics: A Blueprint For New Business Opportunities"
63	Sushmitha D	24SJCCMIB030	A Study Of Household Saving And Investment Behavior Among Different

			Income Groups In Urban Area
64	Syed Mushaib	24SJCCMIB031	A Study On The Effect Of Online Discounts And Promotions On Consumer Behavior In Ticket Booking With Special Reference To Bangalore City
65	Syeda Mariyam	24SJCCMIB032	A Study On The Impact Of Social Media Influencers On Consumer Buying Behavior Towards Branded Cosmetics.
66	Wanraplang S Kharshandi	24SJCCMIB036	A Study On Consumer Perception Towards Multichannel Retailing With Special Reference To Electronics And Bangalore City
67	Kaviya Dharsana M P	24SJCCMIB037	A Study On Consumer Buying Behaviour Towards Social, Environmental And Economic Sustainable Practices Of Coconut Products.
68	Minna Joju	24SJCCMIB039	A Study On The Impact And Awareness Of Stock Broking Apps On College Students
69	Abhishek Chand	24SJCCMIB041	A Study On Consumer Preservation Toward Zomato Special Reference To Bangalore
70	Shilpa Dk	24SJCCMIB042	A Study On Consumer Perception Towards Food Product Special Reference To Bangalore
71	Aanchal K B	24SJCCMFA001	A Study On Integrating Renewable Energy Into Supply Chains: Strategies, Challenges And Impact In Corporates
72	Aditya Kumar	24SJCCMFA002	Consumer Perceptions Towards Indigo Airlines
73	Amina Harmain	24SJCCMFA004	A Study On Consumer Behaviour And Regulatory Landscape Of Credit Usage In India
74	Ann Jessy Sam	24SJCCMFA006	A Study On The Apparel(Clothing And Accessories) Purchasing Behavior Of College Students, With Special Reference To Bangalore City
75	Ashish John Sebastian	24SJCCMFA009	A Study On The Buying Behaviour Of Genz Towards Branded And Non-Branded Products And Services.
76	Deepthi Mahesh Kumar	24SJCCMFA010	A Study On Understanding The Role Of Consumer Trust In Social Media Content On Fast Food Purchasing Behavior In Bengaluru City
77	Disha Banerjee	24SJCCMFA011	A Study On Consumer Perceptions On Online Ticketing System
78	Gowthami MS	24SJCCMFA014	A Study On Consumer Perception Towards Instant Food Products
79	Gregory John Dileep	24SJCCMFA015	A Study On Innovative Food Packaging And Its Impact On Consumer Health And Wellbeing
80	Ilakkiya G	24SJCCMFA016	A Study On Role Of Inclusivity And

			Diversity On Organisational Productivity Of Selected Companies In Bangalore City
81	Jagdish Dash	24SJCCMFA018	Study On Consumer Perceptions Towards Energy Drinks
82	Krishnaprasad K	24SJCCMFA019	A Study On Heuristic Behavior And Biases That Influence Investment Decisions Of Indian Stock Investors
83	Lahari A U	24SJCCMFA020	A Study On Consumer Perception Towards Online Banking And It's Services
84	Malvi Greshika	24SJCCMFA021	A Study On Consumer Trust On Payment Gateways
85	Meghana. I	24SJCCMFA023	A Study On Adoption Of Cashless Payments (UPI) Among Consumers With Special Reference To Bangalore City
86	Miriam Vellapally	24SJCCMFA024	A Study On Employee Motivation And Its Impact On Job Satisfaction From Selected Companies In Bangalore City.
87	Navyasri D S	24SJCCMFA025	A Study On Millets Based Cultivation And Consumption In India
88	Norbert Paul	24SJCCMFA026	A Study On Consumer Perception Towards Branded Footwear
89	Ancy Anthony	24SJCCMFA027	Study On Promotional Offers And Their Impact On Consumer Buying Decisions."
90	Parvati Anilkumar	24SJCCMFA029	Decoding Cognitive Biases In Market Manipulation Within Digital Communications In India: Adani Fake News
91	Pavithra Singh D	24SJCCMFA030	A Study On Consumer Perception Towards Online Clothing Shopping With Special Reference To Bengaluru City
92	Pruthvika Shekar	24SJCCMFA033	A Study On The Savings And Investing Pattern Of Working Women Of Bengaluru City
93	Steven A	24SJCCMFA042	A Study on the Spending Behaviour of Consumers using UPI services with special reference to Bangalore City

<b>St. Joseph's College of Commerce (Autonomous)</b>			
<b>Internal Students (M. Com FT, FA, IB) Presented Paper in the B. COM Conference</b>			
<b>Sl. No.</b>	<b>Author</b>	<b>Register Number</b>	<b>Title of the Paper</b>
1.	Abhinav B Tom	24SJCCM001	A Study On Consumer Buying Behaviour Towards Smartphones With Special Reference To Bangalore City.
2.	Aleena Johnson	24SJCCM002	Exploring The Nexus: Work Life Balance And Job Satisfaction Among Employees With Special Reference To Bangalore City.
3.	Angel All Bright	24SJCCM003	Challenges And Opportunities For Sustainable Livelihood: A Study On



			Fisherfolk Community In Chellanam Panjayath Of Kerala
4.	Ashmey T Rajan	24SJCCM005	A Study On Consumer Perception Of Sustainable Packaging In Ready-To-Eat Food Products With Special Reference To Kerala.
5.	G Mrudula	24SJCCM010	A Study On Consumer Buying Behaviour Towards Food Delivery Apps With Special Reference To Bengaluru City
6.	HARSHA BABU	24SJCCM011	Analyzing Consumer Behavior: A Comparative Study Of Traditional Newspapers/Media And Digital Media Consumption Trends
7.	JOHANNA HAZEL LOUIS	24SJCCM016	A Study On The Perception Towards Digital Banking Services With Special Reference To Banaglore City
8.	JOHN J KAKKASSERY	24SJCCM017	A Study On The Impact Of Financial Literacy On Savings Behaviour, Among College Students In Bangalore
9.	Nivedha P	24SJCCM025	A Study On Cultural Traits And It's Impact On Consumer Buying Behaviour With Special Reference To Bangalore City.
10	Rachel C	24SJCCM027	"A Study On Mobile Advertisement And Its Impact On Consumer Buying Behaviour With Reference To Bangalore City"
11	Ritika S	24SJCCM029	The Role Of Ai- Driven Features In Shaping Consumer Buying Behavior For Fashion Apparel On Online Retail Platforms.
12	Shivani K S	24SJCCM033	A Study On Free Bus Service Provided By Karnataka State Government And Its Impact On Women Empowerment With Refernce To South Bengaluru.
13	Shone Sebastian	24SJCCM034	A Study On Consumer Satisfaction Towards Fast Food Delivery Apps With Special Reference To Bangalore City.
14	Steleena Anna Sabu	24SJCCM035	A Study On Factors Influencing College Students' Shopping Preferences: Online Vs. In-Store.
15	Arvind Ramesh & Lakshmi Shree	24SJCCM038, 24SJCCM045	Factors Influencing The Consumer Behaviour Towards Purchase Of Gold In Bangalore City
16	Aysha S. Ziyana	24SJCCM039	A Study On Consumer Perceptions Towards Sustainable Energy Conservation Which Special Reference To The Households Of Bangalore City.
17	Ribin Sam Cherian	24SJCCM040	A Study On Consumer Perceptions Towards Digital Banking Services With Special Reference To Kerala State
18	Anju Jose	24SJCCM042	A Study On The Impact Of Tight Project Deadlines On The Mental Health And Job

			Satisfaction Of IT Employees With Special Reference To Bangalore City
19	ANKITHA S	24SJCCM043	Impact Of Monetary And Non-Monetary Incentives On Employee Performance In Educational Institutions
20	Neha Krishnan	24SJCCM044	A Study On How Age Influences The Productivity Of Remote Employees In The Finance Sector Of Bangalore

<b>St. Joseph's College of Commerce (Autonomous)</b>			
<b>Internal Students (M. Com FT, FA, IB) Presented Paper in the BBA Conference</b>			
<b>Sl. No.</b>	<b>Author</b>	<b>Register Number</b>	<b>Title of the Paper</b>
1.	Aimaan Misba N	24SJCCMFA003	A Study On Consumer Perception Of Podcasts: Focusing On Financial Behavior And Awareness
2.	ANUSHA K	24SJCCMFA007	A Study On Women Entrepreneurship And It's Impact On Women Empowerment With Special Reference To Kerala
3.	G PREJIN	24SJCCMFA013	Comparative Analysis Of Consumer Buying Behaviour Towards Online And Offline Retailing In Bangalore And The Post-COVID-19 Impact
4.	Mariya Grace	24SJCCMFA022	Financial Pathways: The Savings And Investment Patterns Of Bengaluru's Working Professionals And Their Socio-Economic Impact
5.	P. Caavna Poonacha	24SJCCMFA028	A Study On Impact Of Festival Offers On Buying Behaviour Of Consumers
6.	Prince John	24SJCCMFA031	Study On The Dimensions Of Consumer Perception Towards A Digital Advertising With Special Reference To Bengaluru City.
7.	S DEEPTHI	24SJCCMFA035	""A Study On Financial Literacy Of Working Women And Its Impact On Savings And Investment Behavior With Special Reference To Bengaluru""
8.	Sheerin Shaikh	24SJCCMFA039	"A Study On Impact Of Social Media Advertising On Consumer Buying Behaviour Towards Organic Or Sustainable Cosmetics"
9.	SIYA KUMARI	24SJCCMFA041	Coal Import In India: Analysing Historical Coal Trends, Import And Trade Deficit Implication
10	Tenzin Tsering	24SJCCMFA044	A Study On Consumer Perception Towards Sustainable Skincare Products
11	Wangchuk	24SJCCMFA049	Transforming Financial Futures: Evaluating The Effectiveness, Impact, And Sustainability Of Financial Literacy Programs For College Students
12	ANUPAM EKKA	24SJCCMFA053	“A Study On Celebrity Endorsement On Social Media And Its Impact On Consumer Buying Behaviour With Special Reference To Ranchi”
13	Disha B Puranik	24SJCCMFA054	A Study On The Role Of Diversity And Inclusivity And Its Impact On Organizational Productivity With Special Reference To Bangalore City.
14	Shreyas Kar	24SJCCMFA056	A Study On Consumer Perception Towards Online Grocery Shopping With Special Reference To Bengaluru City

15	KAMALAKRISHNAN J	24SJCCMFA058	A Study On Consumer Perception Towards Triple Bottom Line Practices (Economic, Environmental And Social Sustainability Practices).
16	NAMRATHA ACHARYA	24SJCCMFA060	A Study On Saving And Investment Patterns Among Youth With Special Reference To Bangalore City
17	Daniel Bijoy Abraham	24SJCCMIB008	The Impact Of Cognitive And Heuristics Behaviour On Selected Type Of Stock Market Investors.
18	Keerthana T K	24SJCCMIB015	“A Study On College Students Perception Towards Digital Banking Services With Special Reference To Bengaluru City”
19	TEJASWINI CR	24SJCCMIB034	Recharge And Perform: An Empirical Study On The Role Of Napping In Enhancing Workplace Efficiency With Reference To Bengaluru City
20	TINU M JOSHY	24SJCCMIB035	“A Study On Exploring Consumer Perceptions Of Instant Delivery Platforms In Bangalore City”