

Chapter: 213  
**QR-Code Based Digital Marketing using IoT**

**Dr Rabi Kumar**  
Banaras Hindu University, UP, India.  
[rabi@bhu.ac.in](mailto:rabi@bhu.ac.in)  
Au-2:

**Dipti Deshpande**  
Assistant Professor  
ISB&M College of Commerce  
[diptiyogeshdeshpande@gmail.com](mailto:diptiyogeshdeshpande@gmail.com)

ABSTRACT



*[Signature]*  
**PRINCIPAL**  
ISB&M College of Commerce  
Nande, Pune-412115.