

A SUMMER INTERNSHIP PROJECT

ON

“BRAND AWARENESS OF DALDA PRODUCTS”

AT

BUNGE INDIA PRIVATE LIMITED KOLKATA MARKETS

Report submitted to MAKAUT in partial fulfilment for the
requirements of the degree of

Master of Business Administration (Marketing)

Session:-2021-2023

SUPERVISED BY:-ARUN NEOGI

Regional sales manager Bunge INDIA
PVT. LTD.

GUIDE BY: -Prof SUBHASIS DATTA

Assistant Professor, BCREC

DR KAMALIKA TIWARI

Assistant professor, BCREC



SUBMITTED BY: -

BEAUTY NAYEK

BATCH 2021-23

ROLL NO: - 12000921003

TO WHOM IT MAY CONCERN

This is to certify that Ms. **BEAUTY NAYEK**, a student of 2nd year – MBA of Dr. B. C. Roy Engineering Collage – Durgapur, has gone through an internship at Kolkata Market from 7th Jul'22 to 7th Sep'22.

During this project we have found her very sincere & dedicated.

We wish her all the best for her further endeavor.



PROSENJIT BHANDARI

SALES COORDINATOR- EAST REGION

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