

**BRAND POSITION OF MP BIRLA CEMENT IN DURGAPUR BELT**  
**AT**  
**DURGAPUR CEMENT WORKS/ MP BIRLA CEMENT**  
**CORPORATION**



**TITLE OF THE STUDY: A study of the Brand position of MP Birla cement in the Durgapur region.**

**BY**

**Bishal Kumar Singh**

**ROLL NO: 12000921045**

**Submitted in Partial Fulfillment of the requirements for the degree of**  
**Masters of Business Administration**

**From**

**Faculty of Management Studies**



**Dr. B.C. Roy Engineering College, Durgapur**  
**Under the supervision of Professor Krishna Roy**

15.09.2022

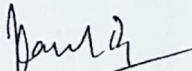
**To Whom It May Concern**

*This is to certify that Mr. Bishal Kumar Singh, student of M.B.A of Dr. B.C.Roy Engineering College, Durgapur has undergone Internship Programme under Marketing Department of our organisation during the period from 07.07.2022 to 20.08.2022.*

*During the tenure of his aforementioned programme, he was found to be regular with an inquisitive framework of mind to learn about the contents of the subject of the programme and his performance was quite satisfactory.*

*We wish him every success in his efforts for a bright future career.*

**For Birla Corporation Limited,  
Unit: Durgapur Cement Works,**



**(K. S. Barwa)**

**Dy. General Manager (HR)**

