

A SUMMER INTERNSHIP PROJECT REPORT

ON

**“A comparative study on Non-Colour Bank
products of Berger Paints and other brands
vis-à-vis Asian Paints in Raniganj”**

AT

BERGER PAINTS INDIA LTD., DURGAPUR Depot

Report submitted to MAKAUT in partial fulfillment for the requirements of the degree of
Master of Business Administration (Marketing)

SESSION: - 2021-23

Supervised by: **Mr. Nirupam Ghosh**

[Area Sales Manager – Retail (Durgapur)

BERGER PAINTS INDIA LTD.]

Guided by: **Dr. Somroop Siddhanta**

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Debojyoti Dey

UNIVERSITY ROLL NO. – 12000921042

MBA 2021-23

To whom it may concern

This is to certify that the project entitled **"A comparative study on Non-Colour Bank products of Berger Paints and other brands vis-à-vis Asian Paints in RANIGANJ"** is a bonafide work done during the period of July - August 2022 for a period of 8 weeks starting 05/07/2022 by DEBOJYOTI DEY, MBA 3RD SEM, student of Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur (Affiliated to Maulana Abul Kalam Azad University of Technology, formerly West Bengal University of Technology), and has been carried out under my direct supervision and guidance.

We wish him good luck for all his future endeavors

Nirupam Ghosh

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Area Sales Manager - Retail
Berger Paints India Ltd.

