

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

Hari Narayan Sharma

ROLL NO: 12000921041

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

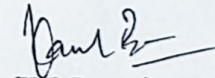
To Whom It May Concern

*This is to certify that **Mr. Hari Narayan Sharma**, 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)

