

-A STUDY ON THE IMPACT OF THE INTRODUCTION STRATEGY OF A NEW  
CATEGORY AGE GROUP AT PANTALOONS DURGAPUR



A SUMMER INTERNSHIP PROJECT REPORT

SUBMITTED BY:

PRIYANKA BISWAS

UNIVERSITY ROLL NO: 12000921033

SUBMITTED TO:

FACULTY OF MANAGEMENT STUDIES



UNDER THE SUPERVISION OF

**INTERNAL GUIDE:**

Dr. Arunava Mookherjee

Professor (Marketing Management)

Faculty of Mgt. Studies, BCREC

**EXTERNAL GUIDE:**

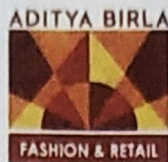
Mr. Prithu Debnath

(Department Manager, Men's Casual Wear,

Pantaloon's, Junction Mall, Durgapur)

**MAULANA ABDUL KALAM A AZAD UNIVERSITY OF TECHNOLOGY**

## CERTIFICATE OF THE COMPANY SUPERVISOR



Date: 6<sup>th</sup> November'2022

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Priyanka Biswas** pursuing MBA from **Dr. B C Roy Engineering College, Durgapur** 2021-2023 batch, has successfully completed a Project based internship with us from 4<sup>th</sup> July 2022 to 4<sup>th</sup> September' 2022.

Project Title: "New Category Introduction with New Age Group Projection at **Pantaloons Durgapur, Junction Mall**".

During her internship she has demonstrated her skills with a self-motivation to learn new skills. Her performance exceeded our expectations and she was able to complete the project successfully on time.

We wish her all the best in all her future endeavors.

For Aditya Birla Fashion & Retail Ltd

A handwritten signature in black ink, appearing to be "Priyanka Biswas".

Authorized Signatory



pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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