

**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**

Rashmee Thakur

ROLL NO: 12000921001

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



MP BIRLA  
GROUP

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**To Whom It May Concern**

*This is to certify that Ms. Rashmee Thakur, 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 her aforementioned programme, she was found to be regular with an inquisitive framework of mind to learn about the contents of the subject of the programme and her performance was quite satisfactory.*

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

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

**(K. S. Barwa)**

**Dy. General Manager (HR)**