

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 Jamuria”**

AT

**BERGER PAINTS INDIA LTD., DURGAPUR Depot**

Report submitted to MAKAUT in partial fulfilment 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**

[HOD, FMS Department

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**Snehasis Roy**

**UNIVERSITY ROLL NO. – 12000921009**

**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 JAMURIA"*** is a bonafide work done during the period of July - August 2022 for a period of 8 weeks starting 05/07/2022 by SNEHASIS ROY, 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*

**Nirupam Ghosh**  
**Area Sales Manager - Retail**  
**Berger Paints India Ltd.**



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