

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  
South Asansol”**

**AT BERGER PAINTS INDIA LTD.**

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

Session-2021-2023

Supervised by: **Mr. Nirupam Ghosh**  
{Area Sales Manager- Retail (DGP)  
BERGER PAINTS INDIA LTD}

Guided by: **Dr. Somroop Siddhanta**  
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**SUBMITTED BY: -  
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MBA 2021-2023**



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 ASANSOL SOUTH"*** is a bonafide work done during the period of July - August 2022 for a period of 8 weeks starting 05/07/2022 by SOMNATH GHOSH, 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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