

**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

Uday Banerjee

ROLL NO: 12000921030

**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

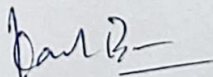
To Whom It May Concern

*This is to certify that **Mr. Uday Banerjee**, 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)**