

**A Summer Internship Project Report
On**

**“A comparative study of cola brands of PepsiCo
and Coca Cola in Bidhannagar and adjoining
areas of Durgapur”**

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

Session- 2022-2024

**Supervised by: Sourav Carbat
(company supervisor-)
Varun Beverages Ltd.)**

**Guided by: Dr. Somroop Siddhanta
(HOD. Of MBA Department)**



SUBMITTED BY:

**Arijit Dey
UNIV. ROLL NO.: 12000922050
MBA 2022-2024**



VARUN BEVERAGES LIMITED



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CIN No. : L74899DL1995PLC069839

Ref: VBL/HR/2023/500

Date: 21.08.2023

To Whomsoever It May Concern

This is to certify that **Mr. Arijit Dey** has completed his internship in the Sales Department at **Varun Beverages Limited** from 19th June 2023 to 19th Aug 2023.

During his internship period, he was under the supervision of **Mr. Mushkurul Haque Siddique**. He has completed the internship to our satisfaction.

We wish him all the best for his future endeavors.

For Varun Beverages Limited,

Mona Baruah

Vice President – HR