

**Summer Internship Project**

**On**

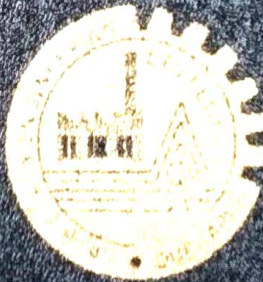
**"A study to understand the factors that lead to  
brand satisfaction among paints dealers and  
their probability of recommending to customer"**

**At Berger Paints India Ltd.**



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

**Session-2022-2024**



**Report Submitted by:**

**Name: Asif Islam**

**Roll No:12000922038**

**Institute: Dr. B. C. Roy Engineering College, Durgapur**

**Course: MBA (2022-2024)**

**Project Mentor: Prof. Krishna Roy**

**Company Name: Berger Paints India Ltd.**

**Industry Mentor: Mr. Manoj Sen**





November 16<sup>th</sup>, 2023

Mr. Asif Islam,

**SUMMER INTERNSHIP COMPLETION CERTIFICATE**

On behalf of Berger Paints, we certify that you have undergone a Summer Internship with our Organisation in the **Sales & Marketing** department at Durgapur under the guidance of Mr. Manoj Kumar Sen from **21<sup>st</sup> June 2023 to 21<sup>st</sup> August 2023**.

The quality of the report submitted has been found good. Your conduct and discipline during the training was good.

Berger Paints India Limited wishes you a bright future and career.

Yours sincerely,  
For **BERGER PAINTS INDIA LTD.**

**(RANJAN BANERJEE)**

**GROUP HEAD - HR**

**BERGER PAINTS INDIA LIMITED**

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