

A COMPARATIVE STUDY OF COLA BRANDS OF PEPSICO AND COCA-COLA IN CITY CENTRE AND ADJOINING AREAS OF DURGAPUR

Project Report

Submitted in partial fulfillment of the requirements for

MASTER OF BUSINESS ADMINISTRATION (MBA)

By

BARSHA SAMANTA

ROLLNO:12000922025

MBA(Marketing)

Session:2022-2024

Under the guidance of

Mentor

Mr. Sourav Carbat

Internal Guide

Prof. Somroop Siddhanta

Submitted to



The Department of FACULTY of MANAGEMENT STUDIES

Dr. B. C. Roy Engineering College, Durgapur



VARUN BEVERAGES LIMITED



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CIN No. : L74399DL1995PLC069839

Ref: VBL/HR/2023/496

Date: 21.08.2023

To Whomsoever It May Concern

This is to certify that Mr. Barsha Samanta 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