

## **Summer Internship Project Report**

**On**

**"Marketing Strategy" of Birla Corporation Limited in Durgapur Region**



**This project is submitted for the partial fulfillment of Masters of Business Administration from MAKAUT University**



**DR. B.C ROY ENGINEERING COLLEGE FACULTY OF MANAGEMENT STUDIES**

### **REPORT SUBMITTED BY:**

**Name: Mukesh Yadav**

**Roll No. : 12000922036**

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

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

**Project Mentor : Prof Subhasis Datta**

**Company Name : Birla Corporation Limited**

**Industry Mentor : Mr. Koushik Choudhury**





MP BIRLA  
GROUP

Birla Corporation Limited  
Unit : Durgapur Cement Works  
Durgapur-713203, West Bengal, INDIA  
Phone No. : 7477799614  
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08.09.2023

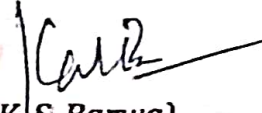
**To Whom It May Concern**

*This is to certify that Mr. Mukesh Yadav, 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 26.06.2023 to 18.08.2023.*

*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 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)**