

MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



MP BIRLA
GROUP



PROJECT REPORT

ON

Sales and Distribution Strategy

Under the Guidance of

Mr. Koushik Choudhury (Sr.GM-SLM)

In Partial Fulfillment of The Requirement for The Course

MASTERS IN BUSINESS ADMINISTRATION

Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

SUBMITTED BY

NAME: RITWIK GHOSH

REGISTRATION NO: 221200710034

UNIVERSITY ROLL NO.: 12000922023

SESSION: 2022-2024

08.09.2023

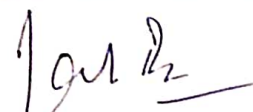
To Whom It May Concern

This is to certify that Mr. Ritwik Ghosh, 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)