

Summer Internship Project Report

On

"A comparative study of the brand perception of leading brands among paint dealers in Paschim Bardhaman"

At Berger Paints India Ltd



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: Sohan Chakraborty

Roll No:12000922014

Institute: Dr. B. C. ROY ENGINEERING College, Durgapur

Course:MBA (2022-24)

Project Mentor: Prof. Krishna Roy

Company Name: Berger Paints India Limited

Industry Mentor: Mr. Manoj Sen





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

Mr. Sohan Chakraborty,

**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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