

**Project report on**

**“A study on private label brands in pantaloons,” in the ladies ethnic wear category”.**



**REPORT SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENT  
FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION**



**PREPARED BY**

**DIBYENDU KOLEY**

**Roll - 12000923018**

**Registration No- 231200710018**

**UNDER THE GUIDANCE OF**

**NILOY KUMAR BHATTACHERJEE & SUSMITA GHOSH**

**Pantaloons Fashion & Retail Limited**

**SUBMITTED TO**

**DR. B.C.ROY ENGINEERING COLLEGE , DURGAPUR**

**Affiliated to**

**Makaut**

**November , 2024**

ADITYA BIRLA



Date: 21<sup>st</sup> August' 2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Dibyendu Koley** pursuing **MBA from MAKAUT UNIVERSITY** 2023-2025 batch, has successfully completed a Project based internship with us from **20<sup>th</sup> June' 2024 to 20<sup>th</sup> August' 2024.**

**Project Title: A study on strategies for promoting private level brands in Pantaloons (Based on women's ethnic).**

During his internship he has demonstrated his skills with a self -motivation to learn new skills. His performance exceeded our expectations and he was able to complete the project successfully on time.

We wish him all the best in all his future endeavors.

For Aditya Birla Fashion & Retail Ltd

Authorized Signatory



pantaloons

**Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)**

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