

A summer Internship Project Report On
“Brand Position of MP BIRLA cement among Other Competitor Brands
According to Dealer’s Perspective in Durgapur”

AT MP BIRLA CORPORATION LIMITED



**BIRLA
CORPORATION
LIMITED**

The project is submitted for the Partial Fulfilment of **Master of
Business Administration**

From MAKAUT



FACULTY OF MANAGEMENT STUDIES

DR. B.C. ROY ENGINEERING COLLEGE, DURGAPUR

Under the Guidance Of:

EXTERNAL GUIDE

Mr. Koushik Choudhury (AVP-CSS/Sales)

[MP BIRLA CORP. LTD.]

INTERNAL GUIDE

Prof. Subhasis Datta (Professor)

Dr. Kamalika Tiwari (Professor)

Submitted By: DIP SAHA

Roll No : 12000923019

Session: MBA 2023-2025



Birla Corporation Limited

Unit : Durgapur Cement Works
Durgapur-713203, West Bengal, INDIA
Phone No. : 7477799614
E-mail : secgen.dcw@birlacorp.com

31.08.2024


To Whom It May Concern

*This is to certify that **Mr. Dip Saha**, student of MBA, of Dr. B.C. Roy Engineering College, Durgapur, has undergone Internship Programme, under Marketing Department of our organisation during the period from 01.07.2024 to 10.08.2024.*

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 quite satisfactory.

We wish him every success in his efforts for a bright future career.

**For Birla Corporation Limited,
Unit: Durgapur Cement Works,**


**(Mrinmoy Mishra)
Senior Manager (HR)**

An ISO 9001 : 2015, ISO 14001 : 2015 and IS OHSMS 45001 : 2018 certified unit.

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