

# SUMMER INTENSHIP PROJECT REPORT

On

**‘The effect of promotion mix and post-sales service on sales revenue - a comparison among cement brands in Durgapur’**



**BIRLA  
CORPORATION  
LIMITED**

The Project is submitted for the partial fulfillment of Master of Business Administration from MAKAUT



**FACULTY OF MANAGEMENT STUDIES**

**Dr. B.C ROY ENGINEERING COLLEGE**

**Report submitted by :**

**Name** : RANJAN TIWARY  
**Roll no** : 12000923034  
**Institute** : Dr. B.C ROY ENGINEERING COLLEGE  
**Course** : MBA  
**Project mentor** : Dr. SOMROOP SIDDHANTA  
**Company name** : BIRLA CORPORATION LIMITED  
**Industry Mentor** : Mr. KOUSHIK CHOUDHURY



**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. Ranjan Tiwary**, 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)**