

**SUMMER INTENSHP PROJECT REPORT**

**On**

**"BRAND POSITION OF MP BIRLA CEMENT AMONG OTHER  
COMPETITOR BRANDS ACCORDING TO DEALER'S PERSPECTIVE"**



**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 : PRIYANKA BASU**  
**Roll no : 12000923031**  
**Institute : Dr. B.C. ROY ENGINEERING COLLEGE**  
**Course : MASTER OF BUSINESS ADMINISTRATION**  
**Project mentor : Prof. SUBHASIS DUTTA & Dr. KAMALIKA TIWARI**  
**Company Name : BIRLA CORPORATION LIMITED**  
**Industry Mentor : Mr. KOUSHIK CHOUDHURY**

31.08.2024

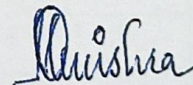
**To Whom It May Concern**

*This is to certify that **Ms. Priyanka Basu**, 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 her aforementioned programme, she was found to be regular with an inquisitive framework of mind to learn about the contents of the subject of the programme and her performance was quite satisfactory.*

*We wish her every success in her efforts for a bright future career.*

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



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