

A Summer Internship Project Report On

"The impact of promotion mix and post-sales service on sales revenue - a comparative study among cement brands in Durgapur"

At BIRLA CORPORATION LIMITED

Report Submitted to MAKAUT in partial fulfillment for the requirements of the degree of

Master Of Business Administration (Marketing)

Session - 2023-2025

Supervised by : **Mr. KOUSHIK CHOUDHURY**

[(AVP – CSS/Sales)
M.P Birla Group, Durgapur]

Guided by : **Dr.Somroop Siddhanta**

[HOD. Of MBA Department]



**BIRLA
CORPORATION
LIMITED**



Submitted By:

RIU TEWARY

Univ. Roll No. : 12000923037

MBA 2023-2025

31.08.2024

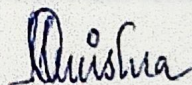
To Whom It May Concern

*This is to certify that **Ms. Riu Tewary**, 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)**