



Birla Corporation Limited
Unit: Satna Cement Works
H/O, Birla Vikas, Satna - 485001
Madhya Pradesh
P: 07672-412000/01 P: 07672-257456
E: admin@birlaemp.com

Date: 07.10.2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Shailendra Kumar Tiwari S/o Mr. Ramsuhawan Tiwari, MBA (Marketing) student from Dr. Harsingh Gour University, Sagar, MP has undergone vocational training in our marketing department from 18.05.2020 to 13.07.2020.

We wish him all the best for his future endeavors.

For BIRLA CORPORATION LTD.,
UNIT: SATNA CEMENT WORKS


R.K. Ghl
DGM (HR & IR)

Registered Office: Birla Building, 9/1 R.K. Mukherjee Road, Kolkata - 700 001 | CN: 10T18ZWB191NPL000336 | www.birlacorporation.com
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विभागाध्यक्ष
व्यवसाय प्रबंध विभाग
डॉ. हरिसिंह गौर विश्वविद्यालय, सागर (म.प्र.)





Department of Business Management
Dr. Harisingh Gour Vishwavidyalaya Sagar

(A Central University)

A Summer internship report

On

**“Analysis of MARKET POSITIONING and
CONSUMERS PERCEPTION with respect to MP Birla
Cement PERFCT PLUS”**

Under the Guidance of

MR. Sishu Tiwari (dy. Manager, Sales)

Submitted By,

Shailendra kumar Tiwari

Student of MBA 3rd Semester

Reg No. Y19282035

Submitted to,

Department Of Business Management

Dr. H. S. Gour University Sagar

Cedric
विभागाध्यक्ष
व्यवसाय प्रबंध विभाग
“डॉ. हरिसिंह गौर विश्वविद्यालय, सागर (म.प्र.)”