

INTERNSHIP REPORT ON
AN ORGANIZATION STUDY AT BERGER PAINTS INDIA LIMITED
HINDUPUR.

Submitted by

Ms. Ranjitha K S

(1SV21BA035)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI

In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

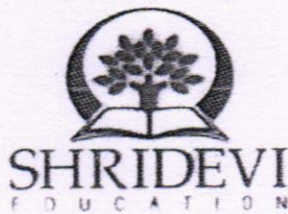
Under the Guidance of

INTERNAL GUIDE:

Mr. PRAVEEN KUMAR T M
B Sc.,MBA.,PGDHRM,KSET (P.hd)
Assistant Professor,
Department of MBA
S.I.E.T, Tumkur.

EXTERNAL GUIDE:

Mr. Devaraj B
HR & Industrial Relations
Berger paints India LTD.
Hindupur.



Department of MBA

SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

Sira Road, Tumakur-572106, Karnataka.

2022-2023

PRINCIPAL
SIET., TUMAKURU.



Sri Shridevi Charitable Trust (R.)

SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY

(Recognised by Govt. of Karnataka, Affiliated to VTU, Belagavi and Approved by AICTE, New Delhi)

Sira Road, Tumakuru - 572 106. Karnataka. | Website: www.shrideviengineering.org



CERTIFICATE

This is to certify that **Ms. Ranjitha K S** bearing USN (1SV21BA035) is a Bonafide student of Master of Business administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2021-23)** Affiliated to Visvesvaraya Technological University, Belagavi. An internship report on **“An Organization study at Berger Paints India LTD, Hindupur”** is prepared by her under the guidance of Mr. Praveen Kumar, Assistant Professor, Department of MBA, in partial fulfilment of the requirement for the award of the degree of **“Master of Business Administration”** of Visvesvaraya Technological University, Belagavi.

Mr. PRAVEEN KUMAR

B Sc. MBA. PGDHRM. KSET. (Ph.D)

Assistant professor

Department of MBA

(Dr. K S RAMAKRISHNA)

M.A, MBA, M.Phil. Ph.D.

Professor and Head

Department of MBA

(Dr. NARENDRA VISWANATH)

PRINCIPAL

SIET., TUMAKURU

Principal

SIET, Tumkur.

Date:

Place: Tumkur

PRINCIPAL
SIET., TUMAKURU



Date: 11th March 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Miss. Ranjitha KS** (Reg No. 1SV21BA035) MBA student of Shridevi Institute of Engineering and Technology, Tumkur, has undergone Internship training from 01.11.2022 to 30.11.2022.

During her Internship training, we found that she is sincere and diligent in her work.

We wish her the very best in her future endeavors.

for **Berger Paints India Limited,**

Devaraj B
Assistant Manager – HR & Industrial Relations

PRINCIPAL
SIET., TUMAKURU.

BERGER PAINTS INDIA LIMITED

Regd. Office : Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax: +91-33-2249 9009/9729, www.bergerpaints.com
Plot No. 262, Industrial Growth Centre Thumukunta Village, Hindupur-515211 Dist. Anantapur (A.P.)
CIN - L51434WB1923PLC004793, E-mail: consumerfeedback@bergerindia.com

EXECUTIVE SUMMARY

The MBA offered by VTU University has its own unique syllabus which requires its MBA students to undertake an internship with the any of the leading business houses for a long period ranging to 4 weeks after semester.

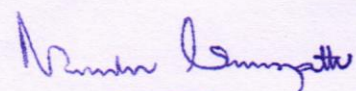
In a first section will discuss introduction about an internship program and industry profile or background history of the Berger paints India LTD .

In section two will discuss introduction about organization profile or background of the organization, nature of the business done by the organization, vision and mission statement, quality policy, types of products and services, ownership pattern, achievements and awards and also discuss further growth and prospects.

In third section will discuss McKinsey's 7's Framework like strategy, structure, systems, shared values, style, staff and skills. And porter's model like rivalry of competitors, bargaining power of buyers, bargaining power of suppliers, threat of new entrants and threat of substitute products.

In fourth section will discuss and analysis a organization internal activities like strength and weakness, external activities like opportunities and threats,

In fifth section will discussed the financial performance activities and also analyzing cashflow statement and ratio analysis.



PRINCIPAL
SIET., TUMAKURU.