

**COMPARATIVE ANALYSIS OF BRITANNIA & SUNFEAST  
BISCUITS**

**IN ORGANIZED RETAIL**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
Master of Management Studies  
(University of Mumbai)**

**2021-2023 Batch**

**Yash Vijaykumar Mohite  
V61**

**SUBMITTED TO:**



**DR. V. N. BEDEKAR INSTITUTE OF MANAGEMENT STUDIES,  
THANE**

## **DECLARATION BY THE CANDIDATE**

This is to certify project report entitled “**COMPARITAVIE ANALYSIS OF BRITANNIA & SUNFEAST BISCUITS IN ORGANIZED RETAIL**” which is submitted by me in partial fulfilment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, comprises of my original work and due acknowledgment has been made in the text to all other material used.

Wherever references have been made to intellectual properties of any individual / Institution / Government / Private / Public Bodies / Universities, research paper, text books, reference books, research monographs, archives of newspapers, corporate, individuals, business / Government and any other source of intellectual properties viz., speeches, quotations, conference proceedings, extracts from the website, working paper, seminal work have been clearly indicated, duly acknowledged and included in the Bibliography.

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**Date & Signature of Candidate**

## **CERTIFICATE BY THE GUIDE**

This is to certify that project report entitled “**Comparative analysis of Britannia & Sunfeast biscuits in organized retail**” which is submitted by **Mr. Yash Vijaykumar Mohite** in partial fulfillment of the requirement for the award of Master of Management Studies, (University of Mumbai) Dr. V.N. Bedekar Institute of Management Studies, is a record of the candidate's own work carried out by him under my guidance. The matter embodied in this report is original and due acknowledgment has been made in the text to all other material used.

**Authorized Signatory:**

**Date:**

## CERTIFICATE BY THE ORGANIZATION



10<sup>th</sup> August, 2022

### CERTIFICATE OF COMPLETION

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Yash Mohite has successfully completed his internship program with *Britannia Industries Ltd.* in Mumbai in MT Sales Channel. His project title was "Brand Promotion of Biscuits/ Cakes/ Rusk/ Dairy Products of Britannia Industries Ltd.".

Duration: 12<sup>th</sup> May, 2022 to 30<sup>th</sup> June, 2022.

During this tenure, his conduct and work was found to be good.

We wish him the best for future endeavors.

While on this we would also like to state that all information and data acquired in the process is confidential in nature and the sole property of Britannia Industries Ltd., and should not be shared/ published/ circulated without our written permission and is only meant for him academic purpose.

**Vaishali Kashyap**

**HR Officer- West & Central**

**Britannia Industries Limited**

**Britannia Industries Limited**  
Rajy Road (East), Margao,  
Mumbai - 400010.  
Tel: 71848500, 71848585

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CIN No.: I15412WB1918PLC002964  
Website: [www.britannia.co.in](http://www.britannia.co.in)

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