* **Name** – Yash Vijaykumar Mohite
* **Course** – MMS in Marketing
* **Batch Year** – 2021-2023
* **Specialization** – Marketing
* **Company** – Britannia Industries Ltd
* **Stipend** – Unpaid Internship
* **Duration** – 45 days
* **Date of joining** – 13 May 2022

**Testimonia**l – Being a Marketing Majors in any B-School, Internship at a FMCG company especially in Britannia is a dream come true for any candidate. On 2nd May, Britannia came to the campus of Dr. V.N. BRIMS to offer Internship and all of the marketing majors were visibly excited! After the selection we were placed in Reliance Retail store for the selling of the products, after we got placed in retail stores are main job was to convert a Parle customer into a Britannia customer at the starting it was a very difficult task because as we all were new into the sector. As the promoter of Britannia guided us on what problems we were facing as the days passed, we learnt new things talking with the customer asking the problems of the product we got to learn more things that what the customer was facing the problem in the product rather it would be regarding the packaging of the product or the taste of the product or the offers on the product overall it was a very good experience with the Britannia and we also experiend that how the retail industry works. In one internship we got to learn about the two major industries i.e., FMCG, Retail sector.