

INTERNSHIP REPORT ON
Indian Tobacco Company Limited

Submitted by
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4AL20BA050

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS

MIJAR, MOODBIDRI,

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY



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CERTIFICATE

This is to certify that **RAJATH V** bearing USN **4AL20BA050** is a bonafide student of Master of Business Administration program of the Institute (2020-21) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on **Indian Tobacco Company Ltd** is prepared by him under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Dept. of Business Administration in fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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EXECUTIVE SUMMARY

ITC, one of the India's and world's most reputable and respectable brands has been built after a century of continuous efforts and perseverance with customer focus, respect for peoples, excellence and innovation as its strong pillars.

After conquering the tobacco, hotel, printing and packing businesses ITC has made substantial inroads to the food business since its entry in 2004, the disruption it has caused in the industry has been owing to its allegiance to the strong pillars it has been built upon. These core values, coupled with reception to the dynamics of market changes has made ITC gain substantial market share in the businesses it has entered. ITC has brought innovation to the table and opened new avenues to the business evident with the likes of Yippee noodles and Bingo, which has led us present similar propositions that talks about penetrating the market and the available categories rather than concentrate on dismantling the current market leaders by competing on the same grounds they are in.

ITC Ltd has been diversified into many sectors like Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri Business and Information Technology. These are the main sectors that are ITC is concentrated.

With this project I have tried to understand the different business process identified by the FMCG Company, as well as analysing its strength and weakness as compared to other company.