

**INTERNSHIP STUDY REPORT ON  
“Dabur India Limited”**

**Submitted by**

**SANJAY MR**

**4AL20BA061**

**Submitted to**



**VISVESVERAYA 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**

**Mr. Neeraj Rai**

**Assistant Professor**

**Department of MBA**

**AIET, Mijar**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION  
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY  
SHOBHAVANA CAMPUS, MIJAR, MOOBBIDRI.**

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# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka )  
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.  
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726  
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

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## CERTIFICATE

This is to certify that **SANJAY M R** bearing USN **4AL20BA061** 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 **Dabur India Ltd** is prepared by him under the guidance of Mr. Neeraj Rai, 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.

Mr. Neeraj Rai

Internal Guide

Mrs. Priya Sequeira

DEAN  
HOD, PG Dept. of Business Administration  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR - 574 225

Dr. Peter Fernandes

PRINCIPAL  
Principal  
Alva's Institute of Engg. & Technology  
Mijar, MOODBIDRI - 574 225, D.K.



## **Executive Summary**

The main objective of this study is to gain knowledge of the production or manufacturing process of the DABUR INDIA LIMITED. It belongs to consumer goods industry. The information collected for this study is from secondary sources and gain information from various e sites and magazines. Dabur India Limited doing well in the market and in near future they have greater scope for expansion and growth. I found that the relationship between owner and employees good and well maintained. From the finding it was clear that the factory has a good working condition with a very friendly nature.

This report aims at analyzing and reporting on the marketing strategies of Dabur India Limited for the brands. Dabur's pioneering role that it has played in the evolution of the categories it has had a presence in. Dabur Chyawanprash is the leader in the chyawanprash and enjoys a market share of 61%. In 50s Dabur pioneered the concept of branded chyawanprash and since has invested heavily in product development, clinical studies and consumer awareness. The product is essentially a health supplement.

This report includes swot analysis, organization profile, vision, mission and quality policy of the organization, Porter's five force model, Mckney's 7s frame work, financial statement of the company etc. Thus, analysis has been done on the basis of the information gathered from the company website and other online resources and books and articles.