



## Nallamuthu Gounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

90, Palghat Road, Pollachi -642001, Coimbatore, Tamil Nadu, India.

95<sup>th</sup> Rank in NIRF –2023 - Among Colleges in India.



### Case Studies

(2018–2019 To 2022-2023)

(Sample)

S.No	Name of the Programme	Page No
1	<b>B.Com (International Business) &amp; M.Com (International Business)</b>	2
2	<b>B.Com (Banking Process Services)</b>	26
3	<b>B.Sc. (Chemistry)</b>	30



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### B.Com (International Business) & M.Com (International Business)

Nallamuthu Gounder Mahalingam College  
List of Student Centric Activities for the Academic year-----

**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**

S.No	Experiential learning/Participative learning/Problem solving Methodologies	Date	Name of the activity	Faculty Incharge	Class & Semester	Number of students Beneficiaries
Academic year 2022-2023						
01	Case Analysis	April-2023	Case study	Dr.N.Ponsabesiraj	II year-VG IV Sem	28
02	Problem Solving	May-2023	Individual Project	Mr.M.Prem	II year-PG IV Sem	24
Academic year-2021-2022						
01	Problem Solving	May-2022	Case Analysis	Dr.G.Vignesh	II year-VG IV Sem	33
02	Problem Solving	June-2022	Individual Project	Dr.N.Bhuvanesh Kumar	II year PG IV Sem	13
Academic year-2020-2021						
01	Problem Solving	Mar-2021	Case Analysis	Dr.B.Rohini	II year VG IV Sem	42
02	Problem Solving					
Academic year-2019-2020						
01	Problem Solving	Nov-2019	Individual Project	Mr.B.Madhan Kumar	II year PG IV Sem	27

Attach the relevant documents for each activity (Geo tag Photos/Invitation/Agenda/Report)

Signature of the Head with date  
Dr. G. VIGNESH  
M.B.,M.Phil.,Ph.D.,MBA,PGDHRM,PGDCA,  
Associate Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

Signature of the Principal with date  
Dr. R. MUTHUKUMARAN,  
M.A.,M.Phil.,B.Ed.,Ph.D.,  
PRINCIPAL  
N.G.M. College, Pollachi - 642 001  
Coimbatore District



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## A STUDY ON CASE ANALYSIS OF BLACKBERRY MOBILE NEGATIVE TREND

A Practical Record proposed for the fulfillment of Course of Case Analysis and  
Submitted by

**J. AXLIN SAMUVELRAJ**

(21-IB-05)

Supervisor

**Dr.N. PONSABARIRAJ**



**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL  
BUSINESS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

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POLLACHI – 642 001

**APRIL – 2023**



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PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

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POLLACHI – 642 001

A STUDY ON CASE ANALYSIS OF BLACKBERRY MOBILE  
NEGATIVE TREND



COURSE: B.COM INTERNATIONAL BUSINESS

This is to certify that this is a bonafide record of work done  
by...J. Axlin SAMUVELRAJ Studying...II - B.COM (IB).....

Staff-In-charge

**Dr. N. PONSABARIRAJ**  
M.Com., M.Phil., PGDCA., Ph.D.,  
Assistant Professor  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

UG Course -In-charge

**Dr. N. Bhuvanesh Kumar**  
M.Com., M.Phil., MBA., Ph.D.,  
Assistant Professor,  
PG Department of Commerce (IB)  
NGM College, Pollachi-642 001.

Head of the Department

**Dr. G. VIGNESH**  
MB., M.Phil., Ph.D., MBA., PGDHRM., PGDCA.,  
Associate Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

Practical examination held on 19 APR 2023.....

Internal Examiner

**Dr. N. PONSABARIRAJ**  
M.Com., M.Phil., PGDCA., Ph.D.,  
Assistant Professor  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

External Examiner

**Dr R Preetha**  
MBA., M.Phil., PGDCA., PGDBI., Ph D (MGT)  
Head, Management UG  
VLB Janakiammal College of Arts and Science  
Kovaipudur, Coimbatore - 641 042



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## A STUDY ON CASE ANALYSIS OF DECLINE GROWTH OF TATA NANO CAR

A Practical Record proposed for the fulfillment of Course of Case Analysis and Submitted  
by

**L. SABARISHWARAN**

(21-IB-13)

Supervisor

**Dr.N.PONSABARIRAJ**



**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL  
BUSINESS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

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POLLACHI – 642 001

**APRIL – 2023**



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POLLACHI – 642 001

A STUDY ON CASE ANALYSIS OF DECLINE OF TATA NANO  
GROWTH



**COURSE: B.COM INTERNATIONAL BUSINESS**

This is to certify that this is a bonafide record of work done  
by... L. SABARESHWARAN ..... Studying..... B. Com (IB) .....

Staff-In-charge

**Dr. N. PONSABARIRAJ**  
M.Com., M.Phil., PGDCA., Ph.D.,  
Assistant Professor  
Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

UG Course - In-charge

**Dr. N. Bhuvanesh Kumar**  
M.Com., M.Phil., MBA., Ph.D.,  
Assistant Professor,  
PG Department of Commerce (IB)  
NGM College, Pollachi-642 001.

**Dr. G. VIGNESH**  
MIB., M.Phil., Ph.D., MBA., PGDHRM., PGDCA.,  
Associate Professor & Head  
Head of the Department  
Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

Practical examination held on 19 APR 2023 .....

Internal Examiner

**Dr. N. PONSABARIRAJ**  
M.Com., M.Phil., PGDCA., Ph.D.,  
Assistant Professor  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

External Examiner

**Dr R Preetha**  
MBA., M.Phil., PGDCA., PGDBI., Ph D (MGT)  
Head, Management UG  
VLB Janakiammal College of Arts and Science  
Kovaipudur, Coimbatore - 641 042



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## TOURISTS PERCEPTION AND SATISFICATION TOWARDS SELECT TOURISM LOCATION IN COIMBATORE DISTRICT

### FIELD RESEARCH PROJECT

(21PIB4FP1)

Submitted by

**B.ISHWARYA ( 21 -PI-15)**

**S.NAVEENA (21 -PI-20)**



Under the guidance of

**Mr.M. PREM**

Assistant Professor

**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS  
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

(Autonomous)

NAAC Re-Accredited and ISO 9001 - 2015 Certified Institution

Pollachi - 642001

**MAY 2023**



## Nallamuthu Gounder Mahalingam College

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### NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous)

Pollachi – 642001

PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

#### CERTIFICATE

This is to certify that “FIELD RESEARCH PROJECT – 21PIB4FP1” entitled “TOURIST’S PERCEPTION AND SATISFACTION TOWARDS SELECT TOURISM LOCATION IN COIMBATORE DISTRICT” is a Bonafide Record work done by NAVEENA S (21-PI-20) and ISHWARYA B (21-PI-15) in partial fulfilment of the requirements for the Degree of Master of Commerce with International Business of the Bharathiar University.

HEAD OF THE DEPARTMENT

Dr. G. VIGNESH  
M.B., M.Phil., Ph.D., MBA., PGDHRM., PGDCA.,  
Associate Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

PRINCIPAL

Viva Voce Examination held on 16 MAY 2023

INTERNAL EXAMINER

**M. PREM**, M.Com. (IB), PGDCA.,  
Asst. Professor  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

EXTERNAL EXAMINER



# Nallamuthu Gounder Mahalingam College

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## SELF-IMMOLATION ATTITUDE AMONG SCHOOL STUDENTS ON ACUTE STRESS

### FIELD RESEARCH PROJECT (21PIB4FP1)

Submitted by

**S.SANTHIYA (21-PI-22)**



Under the guidance of

**Dr.R.GAYATHRI**

Associate Professor

**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS  
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

(Autonomous)

NAAC Re-Accredited and ISO 9001 - 2015 Certified Institution

Pollachi - 642001

**MAY 2023**



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### NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous)

Pollachi – 642001

PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

#### CERTIFICATE

This is to certify that “FIELD RESEARCH PROJECT – 21PIB4FP1” entitled “SELF-IMMOLATION ATTITUDE AMONG SCHOOL STUDENTS ON ACUTE STRESS” is a Bonafide Record work done by SANTHIYA S (21-PI-22) in partial fulfilment of the requirements for the Degree of Master of Commerce with International Business of the Bharathiar University.


  
11052023

HEAD OF THE DEPARTMENT


**Dr. G. VIGNESH**  
MIB.,M.Phil.,Ph.D.,MBA.,PGDHRM.,PGDCA.,  
Associate Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

  
PRINCIPAL

Viva Voce Examination held on ..1.6.MAY.2023.....

  
INTERNAL EXAMINER

**Dr. R. GAYATHRI**  
M.Com.,M.Phil.,PGDCA.,MBA.,Ph.D.SET.  
Associate Professor  
PG Department of Commerce with International Business  
NGM College, Pollachi - 642 001.

  
16/5/23  
EXTERNAL EXAMINER



## Nallamuthu Gounder Mahalingam College

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(Autonomous)

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An ISO 9001:2015 Certified Institution

Pollachi-642001



**CASE ANALYSIS RECORD  
20UIB409**

**SUBMITTED BY**

**SWETHA U  
20-IB-39**

**MAY 2022**



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PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

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POLLACHI – 642 001



## Certificate - Viva Voce

This is to certify that Case Analysis Record is a record of original work done by.....U. SWETHA B.COM IB(201639).....for the completion of the course "Case Analysis - 20UIB409" is submitted to the Bharathiar University, in partial fulfillment of the requirement for the degree - Bachelor of Commerce with International Business, during 2021 - 22 of the study in Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi. This record has not framed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidates of any University

Submitted for Viva Voce Examination held on ....27 MAY 2022.....

**B. Com IB In-Charge**

**Dr. N. Bhuvanesh Kumar**  
M.Com.IB., M.Phil., MBA., Ph.D.,  
Assistant Professor,  
PG Department of Commerce (IB)  
NGM College, Pollachi-642 001.

**Head of the Department**

**Dr. G. VIGNESH**  
MIB., M.Phil., Ph.D., MBA., PGDHRM.,  
Asst. Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

**External Examiner**

**Dr. C.SURESH. M.Com(IB), Ph.D.,**  
Asst Professor  
Department of Commerce  
Sri Ramakrishna College of Arts & Science  
Coimbatore - 641006



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(Autonomous)

Affiliated to Bharathiar University

Re-Accredited by NAAC

An ISO 9001:2015 Certified Institution

Pollachi-642001



**CASE ANALYSIS RECORD**

**20UIB409**

**SUBMITTED BY**

**PARVATHI A**

**20-IB-32**

**MAY 2022**



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POLLACHI - 642 001



### Certificate - Viva Voce

This is to certify that Case Analysis Record is a record of original work done by A. PARVATHI 20-IB-32 for the completion of the course "Case Analysis - 20UIB409" is submitted to the Bharathiar University, in partial fulfillment of the requirement for the degree - Bachelor of Commerce with International Business, during 2021 - 22 of the study in Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi. This record has not framed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidates of any University

Submitted for Viva Voce Examination held on 27 MAY 2022

  
B. Com IB In-Charge

**Dr. N. Bhuvanesh Kumar**  
M.Com.IB., M.Phil., MBA., Ph.D.,  
Assistant Professor,  
PG Department of Commerce (IB)  
NGM College, Pollachi-642 001.

  
Head of the Department

**Dr. G. VIGNESH**  
MIB., M.Phil., Ph.D., MBA., PGDHRM., PGDCA.,  
Asst. Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

  
External Examiner  
**Dr. C.SURESH, M.Com(IB).. Ph.D.,**  
Asst Professor  
Department of Commerce  
Sri Ramakrishna College of Arts & Science  
Coimbatore - 641006



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### A STUDY ON THE PERFORMANCE APPRAISAL FRAME WORK OF HDFC BANKS IN COIMBATORE DISTRICT

PROJECT REPORT

Submitted by

**C. PRINCY**

(20-PI-28)

Under the guidance of

**Dr. G. VIGNESH**

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

**MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS**



**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

Autonomous and Re-accredited by NAAC

A Co-educational, ISO 9001-2015 Certified

UGC and AICTE recognized Institution

Affiliated to Bharathiar University, Coimbatore

POLLACHI- 642001.

**JUNE 2022**



## Nallamuthu Gounder Mahalingam College

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### NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous) Pollachi – 642001

#### PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

#### CERTIFICATE

This is to certify that, the project entitled “A STUDY ON THE PERFORMANCE APPRAISAL FRAME WORK OF HDFC BANKS IN COIMBATORE DISTRICT” is a Bonafide record work done by **C. PRINCY (20-PI-28)** submitted in partial fulfilment of the requirement for the Degree of Master of Commerce with International Business of the Bharathiar University.

**HEAD OF THE DEPARTMENT**

**Dr. G. VIGNESH**  
MIB., M.Phil., Ph.D., MBA., PGDHRM., PGDCA.,  
Asst. Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

**PRINCIPAL**

Viva voce examination held on 09.06.2022

**INTERNAL EXAMINER**

**Dr. G. VIGNESH**  
MIB., M.Phil., Ph.D., MBA., PGDHRM., PGDCA.,  
Asst. Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

**EXTERNAL EXAMINER**

**Dr. G. CHANDRASEKARAN**  
Assistant Professor  
Department of Commerce  
Chikkanna Government Arts College  
TIRUPPUR - 2.



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### A STUDY ON GLASS AND GLASSWARE PRODUCT EXPORT FROM INDIA (BASED ON THE ITC-HS CODES)

PROJECT REPORT

Submitted by.

**P. SATHRUKANA**

(20-PI-18)

Under the guidance of

**Dr. N. BHUVANESH KUMAR**

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

**MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS**



**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

Autonomous and Re-accredited by NAAC

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Affiliated to Bharathiar University, Coimbatore

POLLACHI- 642001.

**JUNE 2022**



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## NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous) Pollachi – 642001

### PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS

#### CERTIFICATE

This is to certify that, the project entitled “A STUDY ON GLASS AND GLASSWARE PRODUCT EXPORT FROM INDIA(BASED ON THE ITC-HS CODES)” is a bonafide record work done by P. SATHRUKANA (20-PI-18) submitted in partial fulfilment of the requirement for the Degree of Master of Commerce with International Business of the Bharathiar University.

HEAD OF THE DEPARTMENT

**Dr. G. VIGNESH**  
M.B.,M.P.,M.D.,M.A.,PGDHRM.,PGDCA.,  
Assistant Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

PRINCIPAL

Viva voce examination held on 9/6/2022

INTERNAL EXAMINER

**Dr. N. Bhuvanesh Kumar**  
M.Com.IB.,M.Phil.,MBA.,Ph.D.,  
Assistant Professor,  
PG Department of Commerce (IB)  
NGM College, Pollachi-642 001.

EXTERNAL EXAMINER

**Dr. G. CHANDRASEKARAN**  
Assistant Professor  
Department of Commerce  
Chikkanna Government Arts College  
TIRUPPUR - 2.



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PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS  
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI



## Case Analysis Record - 19UIB409

Name: R. INDHUREKHA

Reg. No: 19-18-33

Class: B.Com INTERNATIONAL BUSINESS





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PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS  
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI



## CERTIFICATE - VIVA VOCE

This is to certify that the Case Analysis Record is a record of original work done by R. INDHUREKHA 19-1B-33 for the completion of the course "Case Analysis – 19UIB409" is submitted to the Bharathiar University, in partial fulfilment of the requirement for the award of Degree - Bachelor of Commerce with International Business, during 2020-21 of the study in Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi, under my guidance & supervision. This record has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidates of any University.

Submitted for the Viva Voce Held on 30-03-2021

*B. Ro L.*  
CLASS IN-CHARGE

**Dr. B. ROHINI**, M.Com IB, M.Phil, MBA, PGDCA, Ph.D.,  
Assistant Professor  
PG Department of Commerce with  
International Business,  
NGM College, Pollachi - 642 001.

*[Signature]*  
INTERNAL EXAMINER

**Dr. G. Vignesh**, MIB, M.Phil, MBA, PGDHRM, PGDCA, Ph.D.,  
Asst. Professor & Head - International Business (PG)  
N.G.M. College, Pollachi - 642 001.

*[Signature]*  
HEAD OF THE DEPARTMENT

**Dr. G. VIGNESH**  
MIB, M.Phil, Ph.D., MBA, PGDHRM, PGDCA,  
Asst. Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.

*[Signature]*  
EXTERNAL EXAMINER

**Dr. R. SATHYADEVI**  
MFT, MBA, M.Com, M.Phil, Ph.D  
H.O.D. in Charge  
Department of International Business  
Sree Narayana Guru College  
K.G. Uravadi, Coimbatore-641105



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PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS  
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI



## CERTIFICATE

This is to certify that the Case Analysis Record is a record of original work done by R. INDHUREKHA 19-18-33 for the completion of the course "Case Analysis – 19UIB409" is submitted to the Bharathiar University, in partial fulfilment of the requirement for the award of Degree - Bachelor of Commerce with International Business, during 2020-21 of the study in Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi, under my guidance & supervision. This record has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidates of any University.

Place: POLLACHI

Date : 25.03.21

  
Signature of Guide

Dr. G. VIGNESH  
MID., M.Phil., Ph.D., MBA, PCDHRM., PGDCA.,  
Asst. Professor & Head  
PG Department of Commerce (IB)  
NGM College, Pollachi - 642 001.



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90, Palghat Road, Pollachi -642001, Coimbatore, Tamil Nadu, India.

95<sup>th</sup> Rank in NIRF –2023 - Among Colleges in India.



### MINI INDUSTRIAL PROJECT REPORT

on

“SRI KALYAN EXPORT PVT. LTD”

Submitted by

**M.SHANTHINI**  
(18-PI-30)

Under the guidance of

**Dr.N.BHUVANESHKUMAR**  
M.Com (IB)., MBA., M.Phil., Ph.D.,  
Assistant Professor

In partial fulfillment of the requirement for the award of the degree  
**MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS**



**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**  
**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI**

A Co-educational, ISO 9001-2015 certified

Autonomous and Re-Accredited by NAAC

UGC and AICTE Recognized Institution

Affiliated to Bharathiar University

**POLLACHI-642001**

**NOVEMBER 2019**



# Nallamuthu Gounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

90, Palghat Road, Pollachi -642001, Coimbatore, Tamil Nadu, India.

95<sup>th</sup> Rank in NIRF –2023 - Among Colleges in India.



**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

**POLLACHI-642001**

## CERTIFICATE

This is to certify that Mini Institutional Project report on, “**SRI KALYAN EXPORT PVT. LTD, Karur**” is a bonafide record of original work done by **Ms.M.SHANTHINI (18-PI-30)**, under my supervision and guidance during the academic year 2018-2019.


  
Faculty Guide

  
Head of the Department

**Dr. N. Bhuvanesh Kumar**

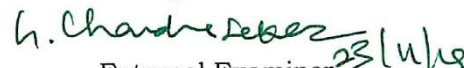
M.Com.IB.,M.Phil.,MBA.,Ph.D.,  
Assistant Professor,  
PG Department of Commerce (IB)  
NGM College, Pollachi-642 001.

Submitted for the Viva Voce Examination held on 23.11.2019

  
Internal Examiner

**Dr. N. Bhuvanesh Kumar**

M.Com.IB.,M.Phil.,MBA.,Ph.D.,  
Assistant Professor,  
PG Department of Commerce (IB)  
NGM College, Pollachi-642 001.

  
External Examiner

**Dr. G. CHANDRASEKARAN**  
Assistant Professor  
Department of Commerce  
Chikkanna College, Pollachi-642 001.



## Nallamuthu Gounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

90, Palghat Road, Pollachi -642001, Coimbatore, Tamil Nadu, India.

95<sup>th</sup> Rank in NIRF –2023 - Among Colleges in India.



### MINI INDUSTRIAL PROJECT REPORT

on

**“UNITED BREWERIES LIMITED”**

Submitted by

**K.T.ANAND KUMAR**

**(18-PI-01)**

Under the guidance of

**Mr.B.MADHAN KUMAR**

**M.Com (IB),**

**Assistant Professor**

In partial fulfillment of the requirement for the award of the degree  
**MASTER OF COMMERCE WITH INTERNATIONAL BUSINESS**



**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE, POLLACHI**

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**UGC and AICTE Recognized Institution**

**Affiliated to Bharathiar University**

**POLLACHI-642001**

**NOVEMBER 2019**



## Nallamuthu Gounder Mahalingam College

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**PG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE**

**POLLACHI-642001**

### CERTIFICATE

This is to certify that Mini Institutional Project report on, “**UNITED BREWERIES LIMITED, Kerala**” is a bonafide record of original work done by **Mr.K.T.ANAND KUMAR (18-PI-01)**, under my supervision and guidance during the academic year 2018-2019.

Faculty Guide  
**B. MADHANKUMAR, MIB.**  
Assistant Professor  
PG Department of Commerce  
with International Business  
NGM College, Pollachi - 642 001.

Head of the Department

Submitted for the Viva Voce Examination held on 23/11/2019

Internal Examiner  
**B. MADHANKUMAR, MIB.**  
Assistant Professor  
PG Department of Commerce  
with International Business  
NGM College, Pollachi - 642 001.

**Dr. G. CHANDRASEKARAN**  
Assistant Professor  
Department of Commerce  
Chikkanna Government Arts College  
TIRUPPUR - 2.



## Nallamuthu Gounder Mahalingam College

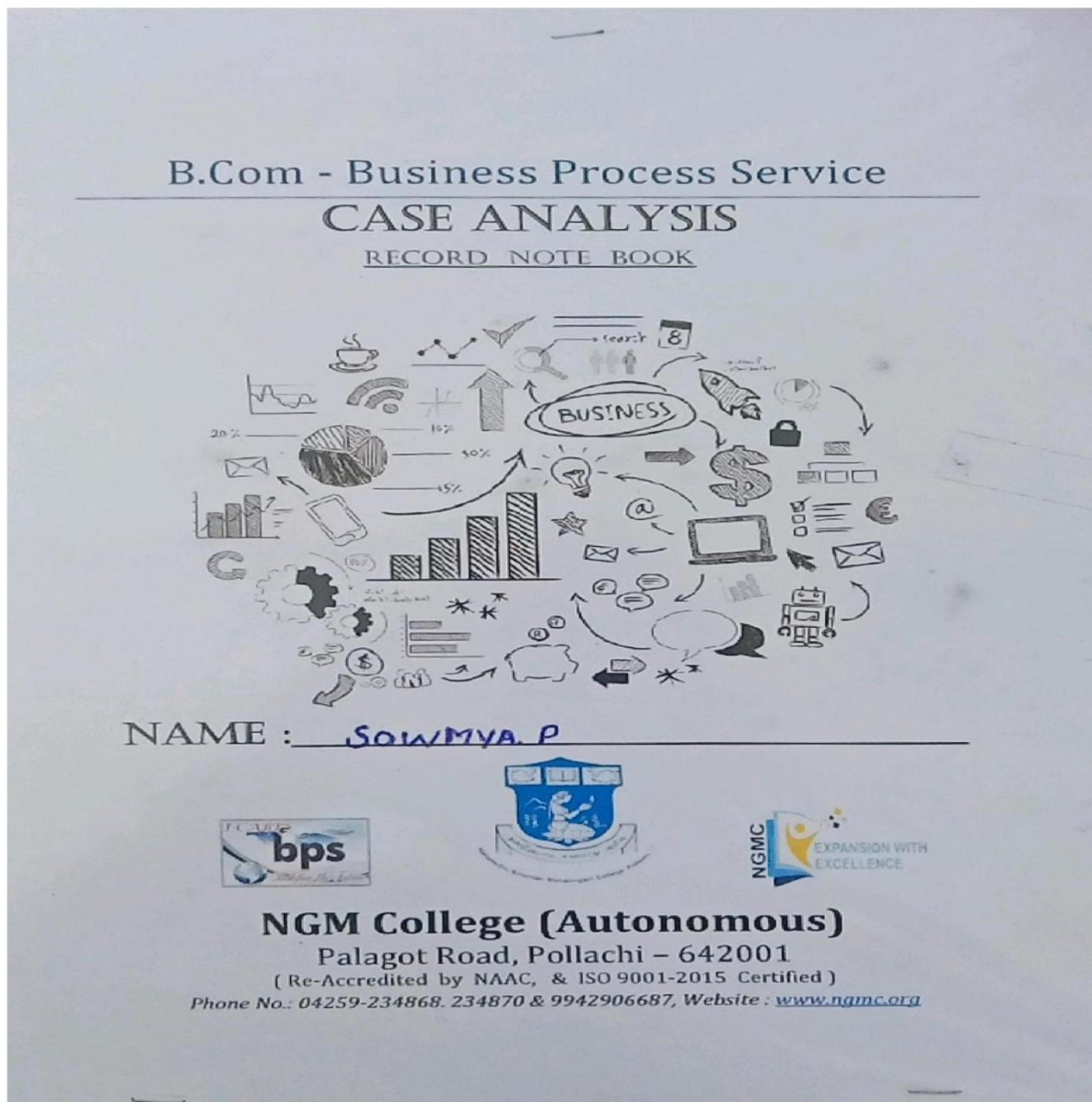
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95<sup>th</sup> Rank in NIRF –2023 - Among Colleges in India.



### B.Com (Banking Process Services)



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# NGM College (Autonomous)

Re-Accredited by NAAC & ISO 9001-2015 Certified

Palagot Road, Pollachi – 642001

Phone No.: 04259-234868, 234870 & 9942906687, Website : [www.ngmc.org](http://www.ngmc.org)

## CASE ANALYSIS RECORD NOTE BOOK



### REGISTER NUMBER

1	9	-	B	P	-	5	4
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Certified that this is bonafide record of Case Analysis work done by  
Mr./Ms. ....Saunmya.....P..... Studying B.A.Com:BPS.....  
in the .....V..... semester during the academic year 20 - 20

*R. Srinivasan*  
31.5.2022  
STAFF IN-CHARGE

*M. H. Jey*  
HEAD OF THE DEPARTMENT

Submitted for the Case Analysis Practical Examination held at  
NGM College (Autonomous) on 31.05.22

*R. Srinivasan*  
31.5.2022  
INTERNAL EXAMINER

*A. Srinivasan*  
31.5.22  
EXTERNAL EXAMINER

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3	1/3/22	FITTLE BEVERAGE CASE	12		
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### B.Sc. (Chemistry)



GST No. : 33AADCM4997N2ZS  
CIN : U15499KL1999PTC013100

Manjilas Food Tech Pvt. Ltd.

Factory : 2/119, S.F.No.76/3, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003, Ph: +91 4259 - 236525, E-mail: qonepollachi@manjilas.com  
Branch : 2/60, S F No. 100 / B 1, B2, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Aarthi.V.S** Roll number **18-CH-15**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt. Ltd.,

Authorised Signatory.

Regd. office.TMC-17-1439, Sasthri Road, Nellikunnu, Thrissur – 5, Kerala, India. Ph : 0091-487 – 2420895, 2428125, 2425160  
E-mail: info@manjilas.com Visit us www.manjilas.com  
CIN : U15499KL1999PTC013100



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Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Akshaya.A** Roll number **18-CH-17**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

Authorised Signatory

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E-mail: info@manjilas.com Visit us www.manjilas.com  
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09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Gunasandhiya.P** Roll number **18-CH-23**  
2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam  
college of Pollachi, has successfully undergone Implant Training  
Programme in our organization from 06-11-2019 to 09-11-2019.  
We wish her all the best for her future endeavors.

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Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Joypriya.G** Roll number **18-CH-25**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

Authorised Signatory

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E-mail: info@manjilas.com Visit us www.manjilas.com  
CIN : U15499KL1999PTC013100

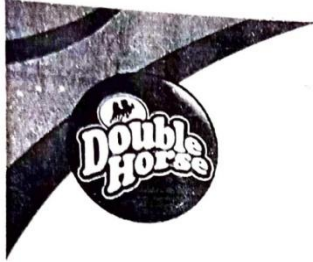


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Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.Karpaganaganandhini.M Roll number18-CH-27  
2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam  
college of Pollachi, has successfully undergone Implant Training  
Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

Authorised Signatory



## Nallamuthu Gounder Mahalingam College

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Tamil Nadu - 642 003 Ph +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Monisha.K** Roll number **18-CH-29**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

Authorised Signatory



## Nallamuthu Gounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

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GST No : 33AADCM4997N2ZS  
CIN U15499KL1999FTC013100

Manjilas Food Tech Pvt. Ltd.

Factory : 2/119, S.F.No 76/3, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003, Ph: +91 4259 - 236525, E-mail: qonepollachi@manjilas.com  
Branch : 2/60, S F No. 100 / B 1, B2, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Poovizhi.T** Roll number **18-CH-31**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

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GST No. : 33AADCM4997N2ZS  
CIN : U15499KL1999PTC013100

Manjilas Food Tech Pvt. Ltd.

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Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

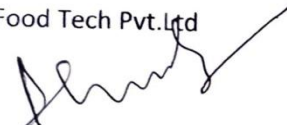
### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Priyadharshini.R** Roll number **18-CH-33**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

  
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## Nallamuthu Gounder Mahalingam College

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GST No : 33AADCM4997N2Z5  
CIN : U15499KL1999PTC013100

Manjilas Food Tech Pvt. Ltd.

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Tamil Nadu - 642 003. Ph: +91 4254 29972, E-mail: [manjilas@manjilas.com](mailto:manjilas@manjilas.com)  
Branch : 2/150, S.F.No. 100/B 1, B2, Unjavelampally, Unjavelampally, Pollachi, Coimbatore Dist  
Tamil Nadu - 642 003 Ph: +91 4254 29972, E-mail: [info@manjilas.com](mailto:info@manjilas.com)

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Raghavi.R** Roll number **18-CH-34**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

Authorized Signatory

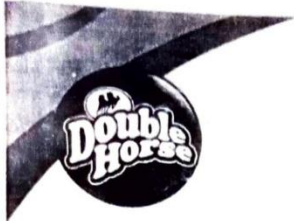


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GST No : 33AADCM4997N2ZS  
CIN : U15499KL1999PTC013100

Manjilas Food Tech Pvt. Ltd.

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Tamil Nadu - 642 003, Ph: +91 4259 - 236525, E-mail: qonepollachi@manjilas.com  
Branch : 2/60, S F No. 100 / B 1, B2, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003 Ph. +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019


### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Ramyadevi.U** Roll number **18-CH-35**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

  
Authorised Signatory

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CIN : U15499KL1999PTC013100

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Branch : 2/60, S.F.No. 100 / B 1, B2, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Sabitha.T** Roll number **18-CH-38**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt Ltd

Authorised Signatory

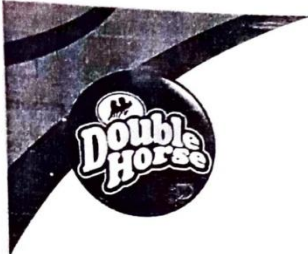


## Nallamuthu Gounder Mahalingam College

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GST No. : 33AADCM4997N2ZS  
CIN : U15499KL1999PTC013100

Manjilas Food Tech Pvt. Ltd.

Factory : 2/119, S.F.No 76/3, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003, Ph: +91 4259 - 236525, E-mail: qonepollachi@manjilas.com  
Branch : 2/60, S F No. 100 / B 1, B2, Unjavelampatty, Udumalpet Road, Pollachi, Coimbatore Dist.,  
Tamil Nadu - 642 003 Ph: +91 4259 - 236725 E-mail: q2foods@manjilas.com

09 Nov, 2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **Sathyapriya.T** Roll number **18-CH-41**

2<sup>ND</sup> year **B.Sc.Chemistry** student of Nallamuthu Gounder Mahalingam college of Pollachi, has successfully undergone Implant Training Programme in our organization from 06-11-2019 to 09-11-2019.

We wish her all the best for her future endeavors.

For Manjilas Food Tech Pvt.Ltd

Authorised Signatory



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### A STUDY ON JACOBI CARBONS INDIA PRIVATE LTD

Submitted by

S.BHARANI	(Reg. No. 18-CH-21)
S.JAYAPRABHA	(Reg. No. 18-CH-24)
R.RETHUNA	(Reg. No. 18-CH-36)
S.RISWANA	(Reg. No. 18-CH-37)
S.SHANTHINI	(Reg. No. 18-CH-42)
S.THILOTHAMI	(Reg. No. 18-CH-46)
B.VASUNDHARA	(Reg. No. 18-CH-47)

Under the Guidance of

**Dr. INDUMATHI RAMASAMY M.Sc., Ph.D.,**

Submitted to

Nallamuthu Gounder Mahalingam College [Autonomous], Pollachi Partial fulfillment  
of the requirements for the award of

### BACHELOR OF CHEMISTRY

Affiliated to the Bharathiar University, Coimbatore.



### UG DEPARTMENT OF SCIENCE (CHEMISTRY) NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(Autonomous)

(An ISO 9001:2015 Certified Institution)

(Re-Accredited with "A" Grade by NAAC)

Pollachi-642 001



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 Re-Accredited with 'A' Grade by NAAC  
 An ISO 9001 : 2008 Certified Institution  
 Aided by the Government of Tamilnadu  
**POLLACHI - 642 001.**  
 Fax: 04259 - 234869  
 E-Mail : ngm@ngmc.org

ESTD : 1957  
 Phone : 04259 - 234868, 234870

DATE: 5.11.19

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the students name mentioned below are bonafied students of Nallamuthu Gounder Mahalingam College, Pollachi, pursuing their course **B.Sc. Chemistry**. The period of the course is from 2018-2021. It is also hereby certified that the below mentioned students are regular in attendance. The certificate is issued in interest for doing their internship programme at **Jacobi Carbons India Private Ltd, Mettuvavi, Vadachithur Road, Tamilnadu 641202.**

Head of the Department of Chemistry  
**Dr. A. AYASAMY**, M.Sc., M.Phil., P.G.D.C.A., Ph.D.  
 ASSOCIATE PROFESSOR & HEAD  
 DEPARTMENT OF CHEMISTRY  
 N.G.M. COLLEGE (AUTONOMOUS)  
 POLLACHI - 642 001.

Principal  
**PRINCIPAL**  
 N.G.M. COLLEGE, POLLACHI

**NALLAMUTHU GOUNDER  
 POLLACHI  
 MAHALINGAM COLLEGE**

**Names of the Student (2018-2021 Batch)**

1. S. Bharani (18-CH-21)
2. S. Jayaprabha (18-CH-24)
3. R. Rethuna (18-CH-36)
4. S. Rishwana (18-CH-37)
5. S. Shanthini (18-CH-42)
6. S. Thilothami (18-CH-46)
7. B. Vasundhara (18-CH-47)



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### PHOTO



**B.Sc (Chemistry) Students – Case study on Jacobi Carbons India Private Ltd.,  
Mettuvavi, Vadachithur Road, Tamil Nadu-641202**



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E-mail: info@jacobi.net | Web: www.jacobi.net

3 divisions = 1 great company



Ref: JCB/HR/CERT/5480/2019

08/11/2019

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This is to certify that Ms. BHARANI S (18-CH-21), pursuing her B.S.C Chemistry at Nallamuthu Gounder Mahalingam College, Pollachi has completed an internship program at **Jacobi Carbons India Private Limited** from 05/11/2019 to 08/11/2019. She worked well as a part of a team during her internship tenure.

We wish her all the best for her future.

For Jacobi Carbons India Private Limited

S. Ramesh  
General Manager-Operations

CIN: U74999TZ2008FTC014830 | IE Code: 3208016905 | CST No.: 970262 Dt. 25.11.2008  
Central excise RC No: AACQ0987EEM001 | TIN: 33382123552 Dt. 25.11.2008

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### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. JAYAPRABHA S (18-CH-24), pursuing her B.S.C Chemistry at Nallamuthu Gounder Mahalingam College, Pollachi has completed an internship program at Jacobi Carbons India Private Limited from 05/11/2019 to 08/11/2019. She worked well as a part of a team during her internship tenure.

We wish her all the best for her future.

For Jacobi Carbons India Private Limited

S. Ramesh  
General Manager-Operations

CIN: U74999TZ2008FTC014830 | IE Code: 3208016905 | CST No.: 970262 Dt. 25.11.2008  
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### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. RETHUNA R (18-CH-36), pursuing her B.S.C Chemistry at Nallamuthu Gounder Mahalingam College, Pollachi has completed an internship program at Jacobi Carbons India Private Limited from 05/11/2019 to 08/11/2019. She worked well as a part of a team during her internship tenure.

We wish her all the best for her future.

For Jacobi Carbons India Private Limited

S. Ramesh  
General Manager-Operations

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08/11/2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. RISWANA S (18-CH-37), pursuing her B.S.C Chemistry at Nallamuthu Gounder Mahalingam College, Pollachi has completed an internship program at **Jacobi Carbons India Private Limited** from 05/11/2019 to 08/11/2019. She worked well as a part of a team during her internship tenure.

We wish her all the best for her future.

For Jacobi Carbons India Private Limited

S. Ramesh  
General Manager-Operations

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### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. SHANTHINI S (18-CH-42), pursuing her B.S.C Chemistry at Nallamuthu Gounder Mahalingam College, Pollachi has completed an internship program at Jacobi Carbons India Private Limited from 05/11/2019 to 08/11/2019. She worked well as a part of a team during her internship tenure.

We wish her all the best for her future.

For Jacobi Carbons India Private Limited

S. Ramesh  
General Manager-Operations

CIN: U74999TZ2008FTC014830 | IE Code: 3208016905 | CST No.: 970262 Dt. 25.11.2008

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### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **THILOTHAMI S (18-CH-46)**, pursuing her **B.S.C Chemistry** at **Nallamuthu Gounder Mahalingam College**, Pollachi has completed an internship program at **Jacobi Carbons India Private Limited** from 05/11/2019 to 08/11/2019. She worked well as a part of a team during her internship tenure.

We wish her all the best for her future.

For Jacobi Carbons India Private Limited

S. Ramesh  
General Manager-Operations

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This is to certify that **Ms. VASUNDHARA B (18-CH-47)**, pursuing her **B.S.C Chemistry** at **Nallamuthu Gounder Mahalingam College**, Pollachi has completed an internship program at **Jacobi Carbons India Private Limited** from 05/11/2019 to 08/11/2019. She worked well as a part of a team during her internship tenure.

We wish her all the best for her future.

For Jacobi Carbons India Private Limited

  
S. Ramesh

General Manager-Operations

CIN: U74999TZ2008FTC014830 | IE Code: 3208016905 | CST No.: 970262 Dt. 25.11.2008  
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