



IFB Industries Limited
Home Appliances Division

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July 31, 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Elton Reuben Dsouza**, MBA student of **Goa Business School, Goa University, Goa** has successfully completed Students Internship in our organization during the period **May 11, 2023 to July 7, 2023**.

His internship experiences include:

1. Conceptualizing Friendship Day Giveaway with an objective to enhance engagement and increase following on the IFB social media handles.
2. Conceptualized series of posts for Friendship Day to increase awareness about the IFB Appliances and Essentials and to enlighten the consumers about the use of Essentials with their IFB appliances.
3. Content writing for post copies for the Mother's Day Campaign and for the Everyday Microwave Oven features.
4. Ongoing project for Competitor Benchmarking - Paid Media.

Mr. Dsouza is a sincere and dedicated student. His behaviour and conduct during the internship period was good.

We wish him all the very best in his future endeavors.

For IFB Industries Limited,


Filomena Monteiro
Deputy Manager – Human Resource

