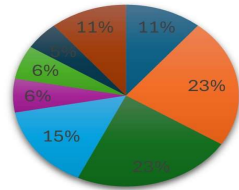


## HISTORY

Dabur India Limited, started as an Ayurvedic pharmacy and evolved into a leading FMCG company. Expanding globally, it went public in 1994, offering health supplements, personal care, and food products. Dabur is known for quality, innovation, and sustainability in natural healthcare.

## Dabur Segment Distribution



■ OTC and Ethicals ■ Foods  
■ Hair Care ■ Oralcare  
■ Homecare ■ Digestives  
■ Skincare ■ Healthcare Supplements

## DESCRIPTION

Dabur India Limited, founded in 1884 by Dr. S.K. Burman, is a leading FMCG company specializing in Ayurvedic and natural healthcare products. Headquartered in Ghaziabad, Uttar Pradesh, Dabur offers a wide range of products, including health supplements, personal care, oral care, and food and beverages, under brands like Dabur Chyawanprash, Vatika, and Real. Operating in over 120 countries, Dabur is committed to sustainability and corporate social responsibility, focusing on healthcare, education, and environmental initiatives. Known for its strong financial performance and market presence, Dabur upholds its mission of promoting health and well-being through natural and effective solutions.

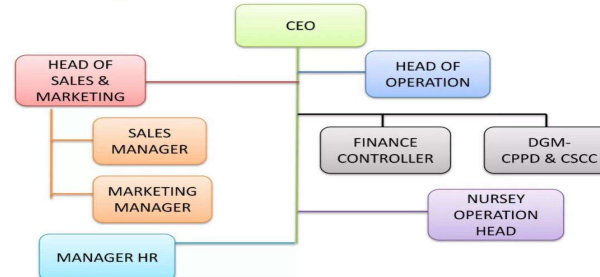
## VISION

Dedicated to health and well-being of every household.

## MISSION

Contemporise Ayurveda and make it relevant for the new generation.

## Organizational Structure



## THEORETICAL UNDERSTANDING

Knowledge of sales principles and strategies, providing a conceptual foundation for informed decision-making and the design of effective sales approaches.

## PRACTICAL EXPOSURE

Hands on experience gained through real-life interactions with distributors and retailers.

S

### Strengths

- Loyalty from key retailers and distributors.
- Comprehensive skill development.

W

### Weaknesses

- Difficulty in new and rural areas.
- Lack of real-time consumer insights.

O

### Opportunities

- Partner with local businesses.
- Use digital marketing and e-commerce.

T

### Threats

- Entrance of local bodies.
- Competition of MNC's.



## CHALLENGES FACED DURING INTERNSHIP

- Adapting to Dynamic Sales Environment.
- Handling rejections and objections.
- Overcoming Communication Barriers.

## LEARNINGS DURING INTERNSHIP

- Customer Relationship Management.
- Worked closely with team members to achieve common goals.
- Developed skills to build and maintain strong relationships with clients, ensuring satisfaction and loyalty.

| Beat Name    | No. of Outlet Added | Add Outlets                                            |
|--------------|---------------------|--------------------------------------------------------|
| Bhogal       | 25                  | SHREE SHYAM MEDDICOSE<br>Retail / CHEMIST<br>OTP - Sub |
| Aashram      | 22                  | KHUSHI MEDICAL<br>Retail / CHEMIST<br>OTP - Sub        |
| Amar Colony  | 26                  | JANAKI MEDICAL<br>Retail / CHEMIST<br>OTP - Sub        |
| Khan Market  | 6                   | VANSH KIRANA STORE<br>Retail / GROCER<br>OTP - Sub     |
| Sarita Vihar | 11                  | ARIHANT COLLECTION<br>Retail / CHEMIST<br>OTP - Sub    |
| NFC          | 13                  |                                                        |

## USEFULNESS OF INTERNSHIP

- Builds professional relationships with industry contacts and senior sales professionals.
- Provides hands-on experience in sales strategies and market dynamics, directly applicable to real-world scenarios.
- Provides a foundation for career growth by building a solid understanding of the sales field and industry practices.

## SUGGESTION

- Facilitate a dabur drishti mobile app for interns to streamline outlet expansion..This would allow easy submission of applications and information from their phones, making the process more efficient.