

IFB/HAD/26.06.24

26th June 2024

To whomsoever it may concern

This is to certify that **Ms. Swezal Fernandes**, student of **St. Aloysius Institute of Management and IT Institute, Mangalore University**, Batch **2022-24**, has undergone internship from 11th September 2023 to 11th October 2023 in our organization.

She undertook a project titled **"Influence of social media advertising on Consumer attitude, brand engagement and purchase intention - A study with respect to IFB appliances"** during her internship.

During the period of her internship programme with us she was found sincere, hardworking and has shown keen interest in learning.

Thanks & Regards,

For IFB Industries Limited,



Jyotiranjan Tripathy
Head, Human Resources (HAD)