

CONTENTS

CHAPTER NO.	CONTENTS	PAGE NO
Chapter – I	Introduction and Research Methodology	1-10
Chapter – II	Review Of Literature & Theoretical Background	11-36
Chapter – III	Conceptual Background: Marketing Strategies Adopted By Cell Phone Industries In Sangli District	37-88
Chapter – IV	Data analysis and Interpretation	89-156
Chapter – V	Findings, suggestions & Conclusion	157-169
	List Of Table & Charts	
	Annexure	
	Bibliography	