

DECLARATION

I hereby declare that the Dissertation entitled "MARKETING STRATEGIES EMPLOYED BY TWO RECOGNIZED COLOUR TV BRAND MARKETERS" is written by me and submitted to SHIVAJI UNIVERSITY, KOLHAPUR, for the award of Degree of MASTER OF PHILOSOPHY in COMMERCE & MANAGEMENT. The present work is of original nature and the conclusions are based on the primary and secondary data collected from appropriate sources. To the best of my knowledge, this work has not been submitted for the award of any other Degree or Diploma of this or any other University.

KOLHAPUR

6.12.89



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