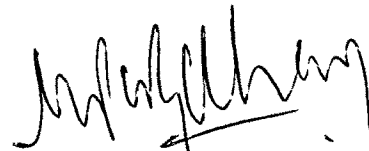


CERTIFICATE

This is to certify that the Dissertation entitled "MARKETING STRATEGIES EMPLOYED BY TWO RECOGNIZED COLOUR TV BRAND MARKETERS" is a genuine and bonafide work prepared by Mr.A.K.CHOKAKKAR under my guidance and supervision and submitted to SHIVAJI UNIVERSITY KOLHAPUR, for the award of the Degree of MASTER OF PHILOSOPHY in COMMERCE & MANAGEMENT.



A.M.PATWARDHAN

M.Sc., M.S., M.B.A.

Research Guide

Chh.Shahu Central Institute of
Business Education & Research
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