



## **CERTIFICATE**

This is to certify that the work incorporated in the thesis titled, “A Study on Consumer’s Attitude towards Private Labels: A Special Focus on Retailers of Gujarat” submitted by Mr. Monarch A Joshi comprises the results of independent and original investigations carried out by candidate under my guidance. The material that has been obtained and used from other sources has been duly acknowledged in the thesis.

**Place :** Vadodara

**Dr Amit R. Pandya**

Associate Professor

&

Research Guide

**Date :**

Department of Commerce & Business Management

Faculty of Commerce

The Maharaja Sayajirao University of Baroda