


CERTIFICATE

This is to certify that the research work pursued in this thesis entitled

“SELECTED CELEBRITY ENDORSEMENTS IN INDIA
AND ITS IMPACT ON CONSUMER SEGMENTS”

submitted by Mr. Vilas Z. Chauhan, for the degree of Doctor of Philosophy in Management Studies has been carried out under my guidance and supervision. To the best of my knowledge and belief, the thesis has duly been completed by the candidate himself.


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