



FACULTY OF COMMERCE

ST ALOYSIUS COLLEGE (AUTONOMOUS)

LIGHT HOUSE HILL ROAD, MANGALORE-575003

CERTIFICATE

This to certify that **MS. ROSELLIN MARTIS -213650, MR. PRATHVI VIKYATH DSOUZA-213645, MR. MOHAMMED SINAN-213637** have successfully completed the project work on the topic titled “**IMPACT OF BRAND EXPERIENCE AND BRAND PERSONALITY ON LOYALTY IN THE INDIAN PASSENGER CAR INDUSTRY**” under my guidance. This Project Report is submitted to St. Aloysius College (Autonomous), Mangalore as a part of continuous assessment.

A handwritten signature in black ink, appearing to be 'Rishal Disha Dsouza', written over a circular stamp.

Project guide

Ms. RISHAL DISHA DSOUZA

lecturer

DATE: 25-06-2022

PLACE: Mangalore