



25<sup>th</sup> July 2023

KCM/HRD/PC/0159

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Ummer Farooq**, with Registration No. **2116190**, an MBA student at St Aloysius Institute of Management & Information Technology (AIMIT), has successfully completed his Summer Internship Project titled "**A STUDY ON INFLUENCE OF BRAND AWARENESS BRAND IMAGE AND PERCEIVED QUALITY ON PURCHASE INTENTION OF CUSTOMERS**" in the Sales and Marketing Department at our organization from 03-10-2022 to 01-11-2022.

We wish him all the success in his future endeavours.

For KCM Appliances Pvt. Ltd.,

**Nasiruddeen Alungal**  
Chief People Officer

