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### **CERTIFICATE**

This is to certify that the Project Report on “**Comparitive Analysis of the Promotional Measures by HUL and ITC**” submitted in partial fulfilment of the requirements for the Degree of Bachelor of Commerce, to St Aloysius College (Autonomous), Mangaluru by **Ayesha Adeena Reg.No:213283** who has worked under my supervision and guidance and that no part of this report has been submitted for the award of any degree, diploma, fellowship or similar titles or prizes and that the work has not been published in any journal or magazine.

**CERTIFIED**

Mangalore

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