

**DEPARTMENT OF MANAGEMENT STUDIES**

**KONGU ENGINEERING COLLEGE**

[An Autonomous Institution | Affiliated to Anna University, Chennai]  
Accredited By NAAC with 'A' Grade

**PERUNDURAI, ERODE- 6060**

**MAY 2021**

**BONAFIDE CERTIFICATE**

This is to certify that the Project Report entitled **ON A STUDY ON CUSTOMER PREFERENCE BRITANNIA INDUSTRIES Ltd** is the bonafide work done by **R.APSHARA [Reg.No.19MBR009]** in partial fulfillment of the requirements for the degree of Masters of Business Administration of Anna University during the year 2019-2021.

  
12/4/2021  
SUPERVISOR

  
HEAD OF THE DEPARTMENT

Submitted for the third semester viva voce examination held on 20.04.2021

  
INTERNAL EXAMINER

EXTERNAL EXAMINER