

**DEPARTMENT OF MANAGEMENT STUDIES
KONGU ENGINEERING COLLEGE**
(Autonomous)

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BONAFIDE CERTIFICATE

This is to certify that the Project report entitled **A STUDY ON CUSTOMER PREFERENCE AND PURCHASING BEHAVIOUR TOWARDS PEPSI** is the bonafide record of project work done by **KAVINESH M (Reg.no: 19MBR045)** in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration of Anna university Chennai during the year 2020 - 2021



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INTERNAL EXAMINER

EXTERNAL EXAMINER