

**DEPARTMENT OF MANAGEMENT STUDIES
KONGU ENGINEERING COLLEGE**

(Autonomous)

PERUNDURAI ERODE – 638060

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BONAFIDE CERTIFICATE

This is to certify that the Project report entitled “A STUDY ON INFLUENCE OF EMPLOYER BRANDING ON EMPLOYER RETENTION IN AUTOMOTIVE INDUSTRY” is the bonafide record of project work done by **LEONAL ANTONY SAHAYARAJ** (Register no: 19MBR057) in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration of Anna university Chennai during the year 2019 - 2021.



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INTERNAL EXAMINER

EXTERNAL EXAMINER