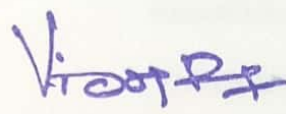


## BONAFIDE CERTIFICATE


This is to certify that the project report entitled **A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS HINDUSTAN UNILEVER LIMITED PRODUCTS IN ERODE CITY (WITH SPECIAL REFERENCE TO PERSONAL CARE PRODUCTS)** is the bonafide record of project work done by **DHARANI S [20MBR023]** in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Anna University Chennai during the year 2020-2022.

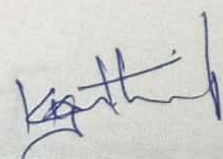
  
SUPERVISOR

  
Dr. P. VIDHYA PRIYA  
HEAD OF THE DEPARTMENT

Date: 9/9/22

Submitted for the end semester viva voce examination held on 9/9/22

  
INTERNAL EXAMINER

  
EXTERNAL EXAMINER