

**DEPARTMENT OF MANAGEMENT STUDIES
KONGU ENGINEERING COLLEGE**


(Autonomous)

PERUNDURAI ERODE – 638060

SEPTEMBER- 2022

BONAFIDE CERTIFICATE

This is to certify that the Project report entitled **A STUDY ON KEY FACTORS AFFECTING CRM IN REAL ESTATE INDUSTRY WITH SPECIAL REFERENCE TO SQUARE YARDS, CHENNAI** is the Bonafide record of project work done by **PRIYADARSHINI G (Register No: 20MBR075)** 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

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HEAD OF THE DEPARTMENT

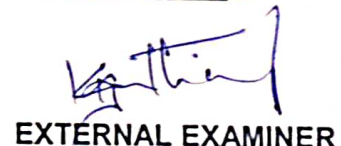
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INTERNAL EXAMINER



EXTERNAL EXAMINER