BIBLIOGRAPHY


41. Market Survey on India's - Italian Trade Commission India, 2008


44. N. Udupa (?2012), "consequences of differences in regulatory framework of cosmetics in international level" shodhganga.inflibnet.ac.in, pp-126-127


Roy, S.K. and Gupta, R. (November-2014) glacier Journal of scientific Research, ISSN-2349-8498, P-7

   Personal-care-drives-FMCG-business-on-rural-push/articleshow/45655697.cms


60. Sharma, Amit, (Nov 26, 2009), "India to be among top 10 ad market: Steve King" quoted in The Economic Times, New Delhi. (http://www.economictimes.com)


240

69. Verma, S. "Do Consumers Respond Differently to Advertising Stimuli: An Empirical Study?" South Asian Journal of Management; (Jul-Sep 2009); 16, 3; p- 71

70. Xia J. "Review of cosmetics regulations in Asia" December (2012) pp-10-12

Web sites:
1. www.ascionline.org
4. www.cdsco.nic.in
5. www.cseindia.org/node/5289 (Center for Science and Environment.Org)
8. www.fda.gov/About FDA/Transparency/Basics/ucm242716.htm
10. www.hinduonnet.org
11. www.indian advertising.com
15. www.presscouncil.nic.in
16. www.shodhganga.inflibnet.ac.in
17. www.stattrek.com
18. www.tamindia.com/tamindia/Adex_News_TV.htm