DECLARATION

I, Ms. Asha Sindhu, a research scholar of Doctor of Philosophy Programme, under Department of Business Management, Saurashtra University, Rajkot-360005, hereby declare that the dissertation titled “Sales Promotion Strategy of Selected Companies of FMCG Sector in Gujarat Region” prepared and submitted here is my original research work which has been carried out in last two years period from February, 2009 to February 2011. The work has been carried out on the aforesaid title under the guidance of Dr. H M Shah, Principal, KK Parikh Commerce College, Amreli (Gujarat). Further, declare that the report of this research work has not been earlier submitted elsewhere to any other university/ institute/ research body for award of any degree or diploma.

Date : February, 2011
Place : Rajkot

Asha Sindhu
Research Scholar