DECLARATION

I, Mintu Gogoi, bearing Registration No: PhD/1328/2010, Dated. 17/09/10, hereby declare that the subject matter of the thesis entitled "Customer Engagement Practices In Select Fast Moving Consumer Goods (FMCG) Companies In India: A Study" is the original record of work done by me and the contents of the thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other university/institute.

This thesis is being submitted to Assam University, Silchar, Assam (India) for the degree of Doctor of Philosophy in Commerce.

Place: Silchar
Dated: 09/04/2014

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