CONTENTS

DECLARATION

ACKNOWLEDGEMENT

List of Exhibits

List of Plates

Abbreviation

CHAPTER : ONE
The Overture 1-1 to 1-101

CHAPTER : TWO
Setting and Method of Study 2-1 to 2-92

CHAPTER : THREE
Significance and Focus of Positioning 3-1 to 3-25

CHAPTER : FOUR
Existing Market Positioning Strategies Followed by the Indian Corporate Sector 4-1 to 4-73

CHAPTER : FIVE
Effectiveness of Present Positioning Strategies: A Comparative Analysis 5-1 to 5-60

CHAPTER : SIX
Preferred Positioning Strategies in Prevalent Indian Market Conditions 6-1 to 6-19

CHAPTER : SEVEN
Main Observations and Recommendations 7-1 to 7-36

APPENDICES
APPENDIX : A A-1 to A-10
APPENDIX : B B-1 to B-13
APPENDIX : C C-1 to C-17
APPENDIX : D D-1 to D-52
APPENDIX : 3 E-1 to E-18
APPENDIX : 4 F-1 to F-39

BIBLIOGRAPHY 1 to 8