

## **CERTIFICATE OF THE GUIDE**

CERTIFIED that the work incorporated in the thesis '**Identification and Critical Study of the Effectiveness of Key Account Management Practices of Selected Companies with Special Reference to Mnc's And Jvc's In Pune Region**' submitted by **Mr. Uday Narayan Bhalchandra** was carried by the candidate under my supervision and Guidance. Such material has been obtained from the sources dully acknowledged in the Thesis

Date:

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Place:

**{Resrech Guide}**